



FOR IMMEDIATE RELEASE

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get to know Greendog

the brand.

apparel

- high-energy clothes for today's style-savvy boys and girls
- exclusive collections of age-appropriate trend merchandise and a wide assortment of kids' basics

personality

- seasonal styles allow kids to express their personal taste
- cool, casual looks for active, one-of-a-kind kids

innovation

- merchandise that spans gender and age (boys and girls 3 months-12 years)
- sizing in all age categories including extended sizes for larger boys and girls
 - cute and comfy clothes for infants (3-24 months)
 - colorful, coordinating styles for little girls (2-6X)
 - classic casuals for little boys (2-7)
 - trendy fashions for girls (7-16)
 - effortless fashion for guys (8-20)

value

- high-quality, durable merchandise for kids' rough and tumble lifestyles
- versatile mix-and-match colors and patterns
- prices 25 to 40 percent below status brands
- Everyday Value (EDV) fashions offer style and wearability without waiting for a sale

the stores.

- Greendog merchandise is now available exclusively at **850 Macy's** stores nationwide and online at macys.com. Visit Macy's online at www.macys.com to find the store nearest you.

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Greendog Fall 2007 copy and artwork are available for download at www.fds.com/pressroom/brands/greendog/