UNITED STATES				OM	OMB APPROVAL		
SEC	CURITIES AND EX Washingto	CHANGE on, D.C. 205		1		Exp 31, 2 Esti burc hour	nber 3235-010 ires: December 2009 mated average
	FOI	RM 144				SEC	USE ONLY
	FICE OF PROPOSE TO RULE 144 UNDE	ED SALE O			}		CUMENT QUENCE NO.
ATTENTION: Transmit f with a broker to execute sat		-	-	-	g an ora		SIP NUMBER
1 (a) NAME OF ISSUER (Plea Macy's, Inc.			(b) IRS IDENT. NO. 13-3324058	(c) S.E.C. FILE NO. 794367		WO	RK LOCATION
1(d) ADDRESS OF ISSUER STREET CODE	CITY		STA	TE	ZIP	(e) TEI	LEPHONE NO.
7 West Seventh Street Cincinnati	Ohio 4520	2				AREA CODE 513	NUMBER 579-7000
2 (a) NAME OF PERSON FOR WHOSE ACCOUNT THE SECURITIES ARE TO BE SOLD Tim M. Adams	(b) RELATIONS TO ISSUER Executive Off	HIP (c) AD ZIP CC	acy's, Inc. at Seventh Street		CIT		STATE

INSTRUCTION: The person filing this notice should contact the issuer to obtain the IRS. Identification Number and the S.E.C. File Number.

3 (a)	<i>(b)</i>	SEC USE ONLY	(<i>c</i>)	(<i>d</i>)	(<i>e</i>)	(<i>f</i>)	(g)
Title of the Class of	Name and Address of Each Broker		Number of Shares	Aggregate Market	Number of Shares	Approximate Date of Sale	Name of Each Securities
Securities	Through Whom the Securities are to	Broker-Dealer	or Other	Value	or Other Units	(See instr.3(f))	Exchange
To Be Sold		File Number	Units	(See instr.3(d))	Outstanding	(MO DAY YR)	(See instr.3(g))
	who is Acquiring the Securities		To Be Sold		(See instr.3(e))		
			(See				
			instr.3(c))				
Common	Charles Schwab 211 Main		11,188	\$177,329.80	420,566,356	08/26/09	New York
Stock	Street San Francisco, CA						Stock
	94105			(as of 08/25/09)	(as of 05/29/09))	Exchange

INSTRUCTIONS:

1. (a) Name of issuer

- (b) Issuer's I.R.S. Identification Number
- (c) Issuer's S.E.C. file number, if any
- Issuer's address, including zip code (d)
- Issuer's telephone number, including area code (e)

2. (a) Name of person for whose account the securities are to be sold

(b) Such person's relationship to the issuer (e.g., officer, director, 10%

stockholder, or member of immediate family of any of the foregoing)

(c) Such person's address, including zip code

Potential persons who are to respond to the collection of information contained in this form are not

required to respond unless the form displays a currently valid OMB control number.

SEC 1147

(08-07)

TABLE I - SECURITIES TO BE SOLD

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

Title of the Class	Date You Acquired	1	Name of Person from Whom Acquired	Amount of Securities	Date of Payment	Nature of Payment
	1		(If gift, also give date donor acquired)	Acquired	5	5
Common Stock	03/24/06	Awarded pursuant to the Issuer's 1995 Executive Equity Incentive Plan and adjusted to reflect the Issuer's 2-for-1 stock split that occurred June 9, 2006.		6,220	N/A	N/A
Common Stock	03/21/06	Awarded pursuant to the Issuer's 1994 Stock Incentive Plan.	Macy's, Inc.	4,084	N/A	N/A
Common Stock	04/19/05	Awarded pursuant to the Issuer's 1992 Incentive Bonus Plan.	Macy's, Inc.	884	N/A	N/A
INSTRUCT	t	f the securities were purchased and full payment t able or in a note thereto the nature of the consider biligation, or if payment was made in installments	ation given. If the consideration	ation consisted	of any note o	r other

obligation was discharged in full or the last installment paid.

TABLE II - SECURITIES SOLD DURING THE PAST 3 MONTHS

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

		Date of	Amount of	
Name and Address of Seller	Title of Securities Sold	Sale	Securities Sold	Gross Proceeds

3. (a) Title of the class of securities to be sold

- (b) Name and address of each broker through whom the securities are intended to be sold (c) Number of shares or other units to be sold (if debt securities, give the aggregate face
- amount)
 - (d) Aggregate market value of the securities to be sold as of a specified date within 10 days prior to the filing of this notice
 - (e) Number of shares or other units of the class outstanding, or if debt securities the face amount thereof outstanding, as
 - shown by the most recent report or statement published by the issuer
 - (f) Approximate date on which the securities are to be sold
 - Name of each securities exchange, if any, on which the securities are intended to be sold (g)

REMARKS:

(1) The filing of this Form 144 shall not be construed as an admission that the undersigned is an Affiliate of the Issuer.

INSTRUCTIONS:

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any materiel adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If each person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

08/26/2009

DATE OF NOTICE

DATE OF PLAN ADOPTION OR GIVING OF INSTRUCTION, IF RELYING ON RULE 10B5-1

/s/Linda J. Balicki (1)

> Linda J. Balicki, as attorney-in-fact for Tim M. Adams pursuant to a Power of Attorney

The notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be manually signed. Any copies not manually signed shall bear typed or printed signatures.

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001).

SEC 1147 (04-07)