



Media Contact:

Macy's Northwest

Erin Shane

Ph: 206.506.7758

erin.shane@macys.com

FOR IMMEDIATE RELEASE

September 17, 2007

Macy's Welcomes "The Deadliest Catch" Personality Sig Hansen
Hansen to Promote the Launch of Helly Hansen Clothing Line at Macy's

WHO: **Sig Hansen**, Captain of the fishing vessel the Northwestern and personality featured in all seasons of the documentary television series "The Deadliest Catch." The series documents the lives of crab fisherman, Sig Hansen and crew from Seattle, as they tackle the rugged waters along the Alaskan coastline.

WHAT: Sig Hansen will make a personal appearance at Macy's to promote the launch of the Helly Hansen clothing line at Macy's.

Helly Hansen, a global leader in technical apparel and shoe designs, sponsors "The Deadliest Catch." Prior to the filming of the documentary series, the team was already wearing the brand because of its superb water resistance qualities.

Macy's will carry Helly Hansen's outerwear, which includes utilitarian pieces designed for various weather conditions; the outerwear can be used as everyday pieces in the colder months. Macy's will also carry Helly Hansen's performance base layers with Lifa® Stay Dry Technology™, which consists of mid-layer pieces that insulate while keeping the body dry. Lightweight fleece and hats will also be offered. The line will be available at the Downtown Seattle, Tacoma, Southcenter, Bend, and Downtown Portland Macy's.

WHEN: Saturday, September 29, 2007
1-4 p.m.

WHERE: Macy's Downtown Seattle
Men's Department – Metro Level
3rd and Pine
Seattle, WA 98181

MEDIA PARTNERS:

For interview requests please contact Erin Shane at erin.shane@macys.com, or by phone at 206.506.7758.

About Macy's

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Offering distinctive assortments including exclusive fashion and home brands, Macy's stores are operated by seven regionally based retail divisions – Macy's East, Macy's Florida, Macy's Midwest, Macy's North, Macy's Northwest, Macy's South, and Macy's West – and an online store at macys.com.

Macy's Northwest is based in Seattle and operates 67 stores in Washington, Oregon, Idaho, Montana, Wyoming and Utah. For additional media materials, please visit our online pressroom at www.macys.com/pressroom.

About Helly Hansen

Helly Hansen has manufactured technical outdoor apparel since 1877. Today the brand is recognized as a global leader in technical apparel and shoe designs for a range of outdoor and water sports activities. Helly Hansen products are distributed in more than 40 countries. For more information call 800-435-5901 or visit www.hellyhansen.com.

About Sig Hansen

Captain of the Northwestern fishing vessel, Hansen began fishing at age 14. After he graduated from high school, he began fishing year-round, spending on average, 10 months per year in Alaska. At 22, Hansen began relieving captains on the Northwestern. This job is known as a "relief skipper." As one of the youngest captains in the fleet he knew he had to either show results or get replaced. Hansen opted for results and by 24, he began running the Northwester full time. Over the years, the Northwestern has been a top producer repeatedly under his guidance. Hansen doesn't consider this his greatest accomplishment though. The fact that there have not been any major accidents onboard the Northwestern is by far his greatest accomplishment according to Hansen.

###