

## **The Broadway Channel is now airing at Bloomingdale's Visitor Center**

*The Broadway Channel partners with Bloomingdale's to provide programming at the flagship store's NY Visitors Center located on the first floor balcony of the 59th Street store, in New York.*

**NEW YORK (January 12, 2008)** –The Broadway Channel® today announced a partnership that provides Bloomingdale's customers access to behind-the-scenes rehearsals, captivating interviews, show features and exclusive coverage of star-studded opening nights from Broadway. The legendary Manhattan department store at 59<sup>th</sup> Street and Lexington Avenue is now airing Broadway Channel programming, including the season kick-off of the Broadway League's Broadway on Broadway and coverage of the 2009 Tony Awards.

“Broadway Channel is pleased to be included at the Bloomingdale's visitor center” said Matt Hege, Vice President of the Broadway Channel. “Shoppers will have a backstage pass to the best of Broadway—off Broadway—all part of our exciting and entertaining television programming.” The Bloomingdale's NY Visitors Center is a terrific outlet as shoppers are able to use an array of concierge services including the ability to purchase theater tickets.”

Bloomingdale's, the department store known for its excitement and fashion forward merchandise, also offers an exclusive Tourism Program for international and domestic visitors. Out-of-town visitors can receive a special Bloomingdale's welcome gift and a visitor savings pass. With a minimum purchase (\$200 or more in New York), visitors may choose a signature gift of a tote bag or key chain. The NY Bloomingdale's Tourism Manager can also provide exclusive store tours and customized in-store group events, including breakfast fashion shows, afternoon tea and cocktail parties.

Bloomingdale's 59<sup>th</sup> Street flagship store also features a full service Visitors Center to meet the special needs of the thousands of worldwide tourists who visit each year. Visitor services include a multi-lingual Visitors Center Staff, multi-lingual store directories, hotel package delivery and personal shopper appointments.

### **About The Broadway Channel**

Broadway Channel is a full-service multimedia company that produces and distributes video and television programming for Broadway, Off-Broadway, Performing Art Centers and Regional Theatres nationwide. The Broadway Channel<sup>®</sup> produces and distributes the highly successful, Broadway Previews- "One on the aisle and a backstage pass to the best of Broadway"- via Time Warner Cable into over 35,000 Manhattan hotel rooms as part of the Broadway Channel's digital network. Broadway Channel as provides programming in-flight with Jet Blue Airways and as part Sprint cellular's Sprint TV.

### **About Bloomingdale's**

Bloomingdale's is America's only nationwide, full-line, upscale department store; and a division of Macy's, Inc. It was founded in 1872 and currently operates 40 stores in New York, New Jersey, Massachusetts, Pennsylvania, Maryland, Virginia, Illinois, Minnesota, Georgia, Florida, Nevada and California. For more information, or to shop any time, visit [www.bloomingdales.com](http://www.bloomingdales.com).