



For Immediate Release

**Contact: Tas Steiner
Tas Steiner Public Relations
323-857-6700
Tas@TasSteinerPR.com**

**JOHN ROBERT POWERS SCHOOL SYSTEM TO SPONSORS MACY'S 59th
ANNUAL FLOWER SHOW**

John Robert Powers and Macy's West to Welcome Spring In Style

(March 16, 2005, Hollywood) John Robert Powers is pleased to announce their co-sponsorship with Macy's 59th Annual Flower Show display at the flagship Union Square store in San Francisco. No stranger to the world of fashion and elegance, John Robert Powers is excited about the opportunity to become part of this honored tradition, proving a perfect fit for Macy's continuing goal in providing first choice fashion and affordable luxury to all customers.

Beginning with a vase of flowers displayed in the Cosmetic Department in 1946, Macy's Annual Flower Show has since blossomed into an extravagant tradition visited by millions of viewers. Each Spring, world renowned horticulturist, florist, landscape artist, garden designers and Macy's West's Visual Team, create a floral sanctuary both inside and outside the flagship Union Square store in downtown San Francisco. The 59th Annual Macy's Flower Show is a two week event which opens on March 18th. This year's theme will highlight the garden, food, culture, and visual splendors of China and Hong Kong.

During the two week event, John Robert Powers School will be prominently displayed in Macy's Juniors' Department. School representatives will be available to any teens wishing to learn more about the school and the training classes that are offered. John Robert Powers (JRP) will also host a fashion show with their models displaying the latest trends and essential Spring collection Macy's has to offer.

Ron Patterson, President and CEO of John Robert Powers states, "We are extremely thrilled and excited to be part of this prestigious event with Macy's. This will be a wonderful opportunity for our students and a great chance for perspective teens to see what John Robert Powers is really all about."

The 59th Annual Flower Show promises to treat Macy's customers and guests to a visual and floral spectacle of sponsor driven promotions, sweepstakes, interactive exhibits, guest speakers, seminars, cooking and floral arrangement demonstrations, and beauty and fragrance seminars emphasizing on spring trends. The Flower Show is a free event, open to the public during the regular Macy's store business hours.

Tel: 323.857.6700 • Fax: 323.927.1933 • Tas@TasSteinerPR.com
5900 Wilshire Blvd., Suite 2600 • Los Angeles, CA 90036

John Robert Powers is an internationally recognized school system with locations throughout the United States, Europe and Asia. For over eighty years, John Robert Powers has been training students in acting, singing, dancing, modeling and etiquette. Emphasizing personality development, John Robert Powers provides every student with the schooling, guidance, and confidence to further their individual potential and reach their highest career goals. Famous alumni thru either the school or the John Robert Powers agencies include people such as First Ladies Jackie Kennedy and Betty Ford, Princess Grace of Monaco, Raquel Welch, Lucille Ball, Ann Margaret, Diana Ross, Faith Ford, and models Janice Dickinson, Beverly Peele, Nikki Taylor, Ryan Locke, and Josh Duhamel.

Macy's West, a division of Federated headquartered in San Francisco, operates 144 stores in seven states and Guam, with annual sales of more than \$4 billion. At Macy's we are committed to supporting the communities where we live and work through our five funding focuses: HIV/AIDS, breast cancer, food programs, cultural enrichment and education.

Federated, with corporate offices in Cincinnati and New York, is one of the nation's leading department store retailers, with fiscal 2004 sales of more than \$15.6 billion. Federated operates more than 450 stores in 34 states, Guam and Puerto Rico under the names of Macy's and Bloomingdale's. The company also operates macys.com and Bloomingdale's By Mail.

###