

**A
21st-Century
Marshall Field's
on State St.
for a
21st-Century
Chicago**

We see Chicago as being one of the world's 50 greatest cities of the 21st Century. Marshall Field's was one of Chicago's most beloved institutions because it constantly reinvented itself and in the process it made Chicago a world-class city. Restoring and reinventing Marshall Field's on State St. makes great sense for so many reasons in the 21st Century.

For Chicago as a whole, a new Marshall Field's would be a huge boost that would lift and energize State St., the city, the region, its people and its economy. For Chicago's culture and tourism, a unique world-wide draw would be restored and augmented. For Chicago's design, culinary, and fashion community, what was once Chicago's best-known name and brand would again be our greatest emissary promoting our city's talent as a unique international force. Tax payers would realize millions of dollars from increased sales tax receipts and the restoration of property tax income. For Macy's stock holders, reactivating Marshall Field's on State Street would unlock hundreds of millions dollars in documented value and assets that have been dormant since 2006.

Please visit our web site and read the comprehensive report, A 21st-Century Marshall Field's for a 21st-Century Chicago.

This report makes a solid case as to why it makes great sense to bring back Marshall Field's to State St. and, based on sound business precedents, how it all could happen. Everyone involved—from Chicago to Macy's stock holders to the whole world—would win.

**—READ OUR FULL REPORT—
www.FieldsFansChicago.org/21**



79%

• 2011 SURVEY RESULTS •

**4 OF 5 Chicago Shoppers
STILL Want
Marshall Field's***

"Now is the time for the restoration of Marshall Field's. It would absolutely warm Chicago's heart, and people would turn out in droves to shop there. Lord knows we could use a sign to reassure us that all will be well again. That's what Marshall Field's stood for, if you think about it. In good times and bad...Marshall Field's was a reminder of the good life, tradition and quality, even in the Great Depression. We need Marshall Field's now more than ever."



• MORE INFORMATION •

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*830 Shoppers Surveyed; M.O.E. = ± 3.33%, C.I. = 95%;
See fieldsfanschicago.org/survey2011.html

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