



MACY'S PARTNERS WITH LE BREAD XPRESS FOR FIRST PUBLIC ROBOTIC MICRO-BAKERY

SANTA CLARA, Calif. – Nov. 29, 2021 – Le Bread Xpress announced today that Macy's Westfield Valley Fair has installed a custom-branded Bake Xpress robotic micro-bakery adjacent to the Toy Department, offering shoppers convenient in-store meals and snacks. With its full menu of fresh-baked meals and pastries, Bake Xpress complements the beverage and snack options also offered, while providing Macy's customers with a unique, high-tech experience. Bake Xpress features a Macy's-branded machine wrap and a custom menu selected by Macy's to best enhance the in-store shopping experience.

"Food is an important part of our customer experience, and Macy's Westfield Valley Fair is thrilled to expand the customer experience with a robotic micro-bakery," said Heather Stallion, Macy's Westfield Valley Fair store manager. "As we evolve to meet our customer's changing needs, we're confident that Bake Xpress will be a tremendous partner by offering hearty, fresh-baked food in a fun and futuristic new way just in time for holiday shopping."

Bake Xpress micro-bakeries are unique robotic vending solutions that offer a selection of pastries, pizza and artisan sandwiches that are freshly baked at time of order. Each food item is prepared and partially baked at a traditional bakery before being stored in the Bake Xpress refrigeration unit and then freshly baked in the machine's smart oven when the customer places the order. Food is delivered hot and fresh within minutes, providing restaurant-quality food in a convenient vending solution. Bake Xpress partnered with Macy's to create a custom menu featuring croissants, chocolate croissants, pepperoni pizza, pasta meals, sausage and ham sandwiches and calzones.

"We are excited to launch the first public Bake Xpress in the Bay Area at Macy's Westfield Valley Fair after two years of successful operation at private corporate and university locations," said Le Bread Xpress Founder and CEO Benoit Herve. "Bake Xpress is unique in its ability to provide hot, freshly-baked gourmet food, which sets it apart from packaged snacks in traditional vending machines. We are pleased to see our vision of applying robotics and technology to food delivery continue to gain popularity, and we are looking forward to this new partnership with Macy's."

About Macy's

For more than 160 years, Macy's—the largest retail brand of Macy's, Inc.—has served generations at every stage of their lives. Macy's customers come to us for fashion, value and high-quality products. We are proud of our heritage and the unique role we play in American culture and tradition. We celebrate occasions big and small, and have created decades of memorable experiences through Macy's 4th of July Fireworks® and Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. With the collective support of our customers and colleagues, Macy's helps make a difference in every market we serve, supporting local and national charities through funding and volunteer service. With fashion, value and celebration as our guide, Macy's makes life shine brighter for our customers, colleagues and communities. More information is available at macys.com.

About Le Bread Xpress

Le Bread Xpress combined robotic, AI, sensor, wireless, and heating technologies with artisan recipes to create Bake Xpress, a ground-breaking vending machine that custom bakes a variety of meals and pastries on demand. With a customizable menu ranging from croissants and muffins to pizza, calzones and gourmet sandwiches, Bake Xpress is a significant upgrade to traditional vending options. Le Bread Xpress was founded in 2015 and has installed Bake Xpress micro-bakeries in universities, hotels, retail centers, factories and office parks worldwide. For more information, please visit www.lebreadxpress.com.

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