

NEIMAN MARCUS PARTNERS WITH C MAGAZINE ON CUSTOMER REWARD PROGRAM.

Retailer's Top Customers in California to Receive One-Year Subscriptions.

May 8, 2006 - Starting with the August 2006 issue, C Magazine will be delivered to all Neiman Marcus In-Circle customers throughout California.

The subscriptions, compliments of Neiman Marcus, will be mailed to over 20,000 qualifying households statewide. A letter from Jeffrey Netzer, the luxury retailer's Vice President of Customer Programs, will accompany the first issue, announcing the gift subscription as an InCircle benefit and a recognition of their preferred customer status.

C is the only magazine devoted to the style of California. Edited for affluent, style-savvy women, it focuses on taste and trends in fashion, beauty, home décor, and more. The magazine, launched in the fall of 2005, is edited under the direction of Jennifer Smith Hale, president and publisher of Santa Barbara Magazine, and Michael Coady, former president and CEO of Fairchild Publications and co-creator and first editor-in-chief of Fairchild's W.

Neiman Marcus, considered the country's premier luxury retailer, has five store locations in California: Beverly Hills, Newport Beach, Palo Alto, San Diego, and San Francisco. The retailer's InCircle membership program rewards special benefits and privileges to top customers.