

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

SCHEDULE 13G

Under the Securities exchange Act of 1934

(AMENDMENT NO.4)*

MACY'S INC

(NAME OF ISSUER)

COM

(TITLE OF CLASS OF SECURITIES)

55616P104

(CUSIP NUMBER)

December 31, 2009

(Date of event which requires filing of this Statement)

NOTE: A MAJORITY OF THE SHARES REPORTED IN THIS SCHEDULE 13G ARE HELD BY UNAFFILIATED THIRD-PARTY CLIENT ACCOUNTS MANAGED BY ALLIANCEBERNSTEIN L.P., AS INVESTMENT ADVISER. (ALLIANCEBERNSTEIN L.P. IS A MAJORITY -OWNED SUBSIDIARY OF AXA FINANCIAL, INC.)

this Schedule is filed:

X Rule 13d-1(b)
Rule 13d-1(c)
Rule 13d-1(d)

* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be 'filed' for the purpose of Section 18 of the Securities Exchange Act of 1934 ('Act') or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

(CONTINUED ON FOLLOWING PAGE(S))

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1. NAME OF REPORTING PERSON

S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

AXA Assurances I.A.R.D. Mutuelle

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A
GROUP * (A) ☒

(B) ☐

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

France

NUMBER OF SHARES BENEFICIALLY December 31, BY EACH REPORTING PERSON WITH:	5. SOLE VOTING POWER	27,017,182
	6. SHARED VOTING POWER	0
		33,728,798
	7. SOLE DISPOSITIVE POWER	0

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH

33,728,798

(Not to be construed as an admission of beneficial ownership)

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN

SHARES * ||

11. PERCENT OF CLASS REPRESENTED BY 8.0%

12. TYPE OF REPORTING PERSON *

IC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

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1. NAME OF REPORTING PERSON

S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

AXA Assurances Vie Mutuelle

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) ☒

(B) ☐

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

France

NUMBER OF SHARES BENEFICIALLY December 31, BY EACH REPORTING PERSON WITH:	5. SOLE VOTING POWER	27,017,182
	6. SHARED VOTING POWER	0
		33,728,798
	7. SOLE DISPOSITIVE POWER	0

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH

33,728,798

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10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN

SHARES * ||

11. PERCENT OF CLASS REPRESENTED BY 8.0%

12. TYPE OF REPORTING PERSON *

IC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

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1. NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

AXA

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A
GROUP * (A) ☐ (B) ☐

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

France

NUMBER OF 5. SOLE VOTING POWER 27,017,182
SHARES

BENEFICIALLY 6. SHARED VOTING 0
OWNED AS OF POWER

December 31, 33,728,798

REPORTING 7. SOLE DISPOSITIVE
PERSON WITH: POWER 0

9. AGGREGATE AMOUNT BENEFICIALLY 33,728,798
OWNED BY EACH

(Not to be construed as an admission of beneficial ownership)

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)
EXCLUDES CERTAIN

SHARES * ||

11. PERCENT OF CLASS REPRESENTED BY 8.0%

12. TYPE OF REPORTING PERSON *
IC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

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1. NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

AXA Financial, Inc. 13-3623351

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A
GROUP * (A) ☐ (B) ☐

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

State of Delaware

NUMBER OF 5. SOLE VOTING POWER 26,990,182
SHARES

BENEFICIALLY 6. SHARED VOTING 0
BY EACH POWER

December 31, 33,646,928

REPORTING 7. SOLE DISPOSITIVE
PERSON WITH: POWER 0

9. AGGREGATE AMOUNT BENEFICIALLY 33,646,928
OWNED BY EACH

(Not to be construed as an admission of beneficial ownership)

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)
EXCLUDES CERTAIN

SHARES * ||

11. PERCENT OF CLASS REPRESENTED BY 8.0%

12. TYPE OF REPORTING PERSON *
HC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

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Item 1(a) Name of
MACY'S INC

Item 1(b) Address of Issuer's Principal Executive Offices:
7 West Seventh St.
Cincinnati, OH 45202

Item 2(a) and (b)
Name of Person Filing and Address of Principal Business Office:

AXA Assurances I.A.R.D Mutuelle, and
AXA Assurances Vie Mutuelle,
26, rue Drouot
75009 Paris, France

as a group (collectively, the 'Mutuelles AXA').

AXA
25, avenue Matignon
75008 Paris, France

AXA Financial, Inc.
1290 Avenue of the Americas
New York, New York 10104

(Please contact Dean Dubovy at (201) 743-5068 with any questions.)

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Item 2(c) Citizenship:
Mutuelles AXA and AXA - France
AXA Financial, Inc. - Delaware

Item 2(d) Title of Class of Securities:

COM

Item 2(e) Cusip Number:
55616P104

Item 3. Type of Reporting Person:
AXA Financial, Inc. as a parent holding company,
in accordance with 240.13d-1(b)(ii)(G).

The Mutuelles AXA, as a group, acting as a parent holding
company.

AXA as a parent holding company.

<PAGE

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<TABL

Item 4. Ownership as December 31,
(a) Amount Beneficially Owned:
33,728,798 shares of common stock beneficially owned including:
<CAPTION>

	No. of Shares Subtotals -----
The Mutuelles AXA, as a group	0
AXA	0
AXA Entity or Entities	
Common acquired solely for investment	
AXA Konzern AG (Germany)	1,300
AXA Rosenberg Investment	80,570
AXA Financial, Inc.	0
Subsidiaries:	
AllianceBernstein L.P. acquired solely for investment purposes on behalf of client discretionary investment advisory accounts:	
Common Stock	33,102,192
	33,102,192
AXA Equitable Life Insurance Company acquired solely for investment purposes:	
Common Stock	544,736
	544,736

Total	33,728,798 =====

Each of the Mutuelles AXA, as a group, and AXA expressly declares that the filing of this Schedule 13G shall not be construed as an admission that it is, for purposes of Section 13(d) of the Exchange Act, the beneficial owner of any securities covered by this Schedule 13G.

Each of the above subsidiaries of AXA Financial, Inc. operates under independent management and makes independent decisions.

(b) Percent of Class: 8.0%
=====

<TABLE> ITEM 4. Ownership as of
(CONT.)

(c) Deemed Voting Power and Disposition Power:
<CAPTION>

	(i) Deemed to have Sole Power	(ii) Deemed to have Shared Power	(iii) Deemed to have Sole Power	(iv) Deemed to have Shared
Power	to Vote or to Direct the Vote	to Vote or to Direct the Vote	to Dispose or to Direct the Disposition	to Dispose or to Direct the Disposition
	-----	-----	-----	-----

<S>	<C>	<C>	<C>	<C>
The Mutuelles AXA, AXA	0	0	0	0
AXA Entity or Entities:				
AXA Konzern AG (Germany)	1,300	0	1,300	0
AXA Rosenberg Investment Management LLC	25,700	0	80,570	0
AXA Financial, Inc.	0	0	0	0
Subsidiaries:				

AllianceBernstein	26,985,646	0	33,102,192	0
AXA Equitable Life Insurance	4,536	0	544,736	0
	-----	-----	-----	-----
	27,017,1	0	33,728,798	0
	=====	=====	=====	=====

Each of the above subsidiaries of AXA Financial, Inc. operates under independent management and makes independent voting and investment decisions.

</TABLE>

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Item 5. Ownership of Five Percent or Less of a Class:

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, ()

Item 6. Ownership of More than Five Percent on behalf of Another Person. N/A

Item 7. Identification and Classification of the Subsidiary which Acquired the Security Being Reporting on by the Parent Holding Company:

This Schedule 13G is being filed by AXA Financial, Inc.; AXA, which owns AXA Financial, Inc.; and the Mutuelles AXA, which as a group control AXA:

(X) in the Mutuelles AXAs' capacity, as a group, acting as a parent holding company with respect to the holdings of the following AXA entity or entities:

(X) in AXA's capacity as a parent holding company with respect to the holdings of the following AXA entity or entities:

AXA Konzern AG (Germany)

AXA Rosenberg Investment Management LLC

(X) in AXA Financial, Inc.'s capacity as a parent holding company with respect to the holdings of the following subsidiaries:

(X) AllianceBernstein L.P.

(13-3434400), an investment adviser registered under Section 203 of the Investment Advisers Act of 1940.

(X) AXA Equitable Life Insurance Company

(13-5570651), an insurance company and an investment adviser registered under Section 203 of the Investment Advisers Act of 1940.

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Item 8. Identification and Classification of Members of the Group.

N/A

Item 9. Notice of Dissolution of Group: N/A

Item 10. Certification:

By signing below I certify that to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purposes or effect.

Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement
Date: February 12, 2010 AXA FINANCIAL, INC.*

/s/ Alvin H. Fenichel

Alvin H. Fenichel
Senior Vice President
and Controller

*Pursuant to the Joint Filing Agreement with respect to Schedule 13G attached hereto as Exhibit I, among AXA Financial, Inc., AXA Assurances I.A.R.D Mutuelle, AXA Assurances Vie Mutuelle, and AXA, this statement Schedule 13G is filed on behalf of each of them.

EXHIBIT I

JOINT FILING AGREEMENT

Each of the undersigned hereby agrees that the Schedule 13G filed herewith is filed jointly, pursuant to Rule 13d-1(f)(1) of the Securities Exchange Act of 1934, as amended on behalf of each of them.

Dated: February 12, 2010

AXA Financial, Inc.

BY: /s/ Alvin H. Fenichel

Alvin H. Fenichel
Senior Vice President and Controller

AXA Assurances I.A.R.D. Mutuelle; AXA Assurances Vie Mutuelle; as a group, and AXA

Signed on behalf of each of the above entities

BY: /s/ Alvin H. Fenichel

Alvin H. Fenichel
Attorney-in-Fact
(Executed pursuant to Powers of Attorney)