

## **JCPenney Turns Fashion Into a Key Protagonist of the New Univision Reality Show Nuestra Belleza Latina**

### **As a Major Sponsor, JCPenney Brings Fashion, Beauty and Aspirations to Life**

PLANO, Texas--(BUSINESS WIRE)--

Millions of Hispanic viewers will follow twelve finalists in the new Univision reality show Nuestra Belleza Latina as they move into a Miami mansion to start the competition. As audiences enjoy a dynamic contest in which Hispanic women from all over the country will be competing with each other through numerous challenges, they will also enjoy colors, textures, designs, and fashion lines by JCPenney.

JCPenney is the exclusive retail sponsor for Nuestra Belleza Latina and is providing contestants with clothing, accessories, jewelry and swimsuits throughout the program. The personal style of the contestants, combined with home furnishings -- also provided by JCPenney -- will bring life to the house, which will be the setting for the show. Once there, as the finalists live some of the most intense weeks of their lives, their interpersonal skills will be tested with each challenge. They will be surrounded by the latest JCPenney fashion designs including those from nicole by Nicole Miller, Bisou Bisou, The Original Arizona Jean Company and Ambrielle intimate apparel. Inside the Miami mansion, contestants will also enjoy the new Studio by the JCPenney Home Collection and the Chris Madden for the JCPenney Home Collection.

"Our participation in Nuestra Belleza Latina is a way to restate our commitment to the Hispanic market, through a dynamic and interactive environment where Latina women can grow, learn, challenge themselves and achieve their aspirations," said Manny Fernandez, JCPenney marketing director for multicultural markets. "By taking our fashion collections, accessories and home styles to Nuestra Belleza Latina, we are bringing our store lines to life and allowing Latino consumers to make them a part of their daily lives."

JCPenney's role in Nuestra Belleza Latina follows the launch of the Company's new brand positioning, "Every Day Matters," and reflects its objective to continue building an emotional connection with Hispanic consumers who want to live each day to the fullest. "Every Day Matters' is much more than a tagline because it evokes the aspirations of Hispanics to provide their families and themselves with a better life," explained Olivia Vela, JCPenney Hispanic marketing program manager.

Recognizing the growing influence of Latina women in their homes and in their communities, supporting Nuestra Belleza Latina was a natural step for JCPenney. This interactive show -- the first of its kind that gives viewers the power to participate -- goes beyond beauty and fashion, offering a unique opportunity that inspires participants and the television audience to test and develop their social skills, self-confidence and other values that will prepare them for the future.

The winner will receive a one-year Univision contract and \$40,000 from JCPenney that, along with other prizes, will significantly impact that Latina's life. JCPenney understands that Nuestra Belleza Latina will have a very special place in the lives of the contestants, while providing them with a unique opportunity to make their dreams come true.

#### About JCPenney

JCPenney is one of America's leading retailers, operating 1,033 department stores throughout the United States and Puerto Rico, as well as one of the largest apparel and home furnishing sites on the Internet, [jcp.com](http://jcp.com), and the nation's largest general merchandise catalog business. Through these integrated channels, JCPenney offers a wide array of national, private and exclusive brands which reflect the Company's commitment to providing customers with style and quality at a smart price. Traded as "JCP" on the New York Stock Exchange, the Company posted revenue of \$19.9 billion in 2006 and is executing its strategic plan to be the growth leader in the retail industry. Key to this strategy is JCPenney's "Every Day Matters" brand positioning, intended to generate deeper, more emotionally driven relationships with customers by fully engaging the Company's 155,000 Associates to offer encouragement, provide ideas and inspire customers every time they shop with JCPenney.

Source: J. C. Penney Company, Inc.