

JCPenney Launches "Rascal Flatts American Living Unstoppable Tour" Campaign

Campaign to Support Company's Sponsorship of Nationwide Tour Promoting American Living, Further Elevating Awareness of the Powerful Lifestyle Brand

PLANO, Texas--(BUSINESS WIRE)-- J. C. Penney Company, Inc. (NYSE:JCP) today announced the launch of an integrated marketing campaign supporting the Company's official sponsorship of the "Rascal Flatts American Living Unstoppable Tour." Kicking off on June 5, the nationwide tour will promote American Living - the retailer's affordable, all-American lifestyle brand developed exclusively for the JCPenney customer by Polo Ralph Lauren's Global Brand Concepts.

"With its fresh take on classic style and impeccable quality at affordable prices, American Living has gained wide customer acceptance since its launch, quickly becoming a powerful lifestyle brand that truly differentiates JCPenney in the retail marketplace," said Ken Hicks, president and chief merchandising officer for JCPenney.

"American Living elevates and supports our philosophy that 'Every Day Matters' - it's really all about enhancing the quality of life for our customers, allowing them to have something truly aspirational at an affordable price," said Mike Boylson, chief marketing officer for JCPenney. "This unique marketing partnership with Rascal Flatts will use the power of music to elevate both American Living and JCPenney in the minds of our customers."

Components of the fully-integrated marketing campaign will include:

- Broadcast: Airing May 18 - June 7 on prime time and cable television programming, a 30 second broadcast commercial will feature Rascal Flatts band members -- Gary LeVox, Jay DeMarcus and Joe Don Rooney - in American Living apparel, singing their new song, "American Living," inspired by the spirit of the brand. The song is available exclusively on a special version of the band's new Unstoppable CD sold at JCPenney. For every CD sold, \$1 will be donated to the JCPenney Afterschool Fund (www.jcpennyafterschool.org).
- Tour: The Rascal Flatts band members will primarily wear customized apparel from the American Living line while performing in concert. Additionally, the band's fleet of semi trucks and a JCPenney touring bus will feature imagery of the brand. Along with American Living signage throughout the concert venues and outdoor areas, an extended version of the new American Living commercial (featuring footage of the making of the commercial), will run on large screens before the concerts.
- Radio: JCPenney will be hosting live radio remotes at JCPenney locations in top concert markets. Radio listeners will have an opportunity to win American Living merchandise along with premium Rascal Flatts concert tickets.
- Online: Visitors to jcp.com can now find a link to a special "Rascal Flatts American Living Unstoppable Tour" site - www.jcp.com/rascalflatts - where they can learn more about Rascal Flatts and the American Living brand. Visitors to the site can view the American Living commercial, listen to the American Living song, view the personal American Living style of each Rascal Flatts band member, find a complete list of tour dates and concert venues, enter a sweepstakes to win concert tickets, watch a public service announcement by Rascal Flatts on the JCPenney Afterschool Fund and view additional exclusive, behind-the-scenes content. The site also hosts a blog from the tour - "American Living on the Road" - and incorporates several social media components that allow fans across the country to connect. Using the hashtag #RFAL, visitors to www.jcp.com/rascalflatts can access their Twitter account or simply insert a tweet from the tour tweets tab in the "Hang Out" section of the site. The "Hang Out" section also allows visitors to the site to share content via e-mail, Facebook, Twitter and MySpace.
- Sweepstakes: Beginning June 1, visitors to www.jcp.com/rascalflatts will be able to enter a sweepstakes providing an opportunity for three winners to join Rascal Flatts on tour and blog about their experience on the site. Additionally, members of JCP Rewards (www.jcprewards.com) -the JCPenney loyalty program that allows customers to receive special members-only benefits just by shopping with JCPenney each month - will also be able to enter to win concert tickets for two and a meet and greet session with Rascal Flatts band members.
- In-store: Along with signage throughout the store promoting the tour, the band's American Living song will be played in JCPenney stores along

with recorded messages from the band encouraging customers to pick up the special version of their CD in the store, visit www.jcp.com/rascalflatts for information on their tour and more. Tour merchandise will also be available exclusively at JCPenney stores in local concert markets.

About American Living

Launched exclusively at JCPenney in February 2008, American Living is a new tradition in American style for family and home, developed for the JCPenney customer by Polo Ralph Lauren's Global Brand Concepts. American Living captures the American spirit with modern style and superior quality. A complete lifestyle brand for the entire family and the home, American Living mixes sporty, iconic essentials with unique, eye-catching looks for a fresh, free-spirited take on contemporary style for every day. American Living is available exclusively at JCPenney and JCP.com. For more information on American Living [click here](#).

About JCPenney

JCPenney is one of America's leading retailers, operating 1,101 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, 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 \$18.5 billion in 2008 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 approximately 150,000 Associates to offer encouragement, provide ideas and inspire customers every time they shop with JCPenney.

Source: J. C. Penney Company, Inc.