

**Fabulosity Designed by Kimora Lee Simmons Launches Exclusively At JCPenney****Designer Kimora Lee Simmons Offers New Juniors Brand at No. 1 Department Store for Teens**

PLANO, Texas--(BUSINESS WIRE)--

J. C. Penney Company, Inc. (NYSE: JCP) and Kellwood Company today announced the launch of Fabulosity, a complete fashion sportswear line designed by Kimora Lee Simmons to be sold exclusively at JCPenney. The new collection, created for JCPenney's Juniors customer, will debut in JCPenney stores and online at [jcp.com](http://jcp.com) in July, just in time for the Back-to-School season.

Inspired by the glamorous lifestyle of former runway model Kimora Lee Simmons, Fabulosity embodies a lifestyle of confidence, beauty and fashion sense, all at a smart price. Renowned for pioneering the introduction of glamour and feminine appeal to the urban brand category, Simmons has created a new line for JCPenney, which combines the two worlds she knows best -- high fashion and hip hop. Fabulosity will be merchandised at JCPenney as an urban lifestyle offering in Juniors with a complete sportswear line featuring tees, knit tops and sweaters, jeans, skirts and dresses, as well as hoodies, jackets and outerwear. The collection will be offered at JCPenney's best pricing tier and will range from \$29 to \$108.

"As the No. 1 department store for teens, JCPenney has a proven track record of delivering a wide array of must-have styles and brands to some of our most discriminating customers: teen girls," said Ken Hicks, president and chief merchandising officer for JCPenney. "We continue to build on this leadership with the launch of Fabulosity, which brings Kimora's popular charismatic personality and flair for fashion to our Juniors department, expanding our offering and deepening our emotional connection with our younger customers through a truly authentic brand."

"I can't wait to bring Fabulosity to the JCPenney Juniors customer! Young teen girls are fabulous and my new collection will further build their confidence as they head back-to-school. Fabulosity is all about celebrating who you are and your individual greatness - living your dream and being whatever you want to be. This is a great message for young teens -- and I am so proud to partner with JCPenney on this collection," commented Simmons.

Bob Skinner, Kellwood chairman, president and chief executive officer added, "Kimora touches the heart and soul of teens and young women around the world. Her positive influence and confident fashion bravado sends a message of self-reliance and fearlessness to teens. Kimora's new Fabulosity collection is certain to engage the JCPenney Juniors customer, and we look forward to expanding our partnership with JCPenney on this new initiative."

The Fabulosity sportswear collection is produced under a licensing agreement by BP Clothing, LLC.

**About JCPenney**

JCPenney is one of America's leading retailers, operating 1,074 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 approximately \$19.9 billion in 2007 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.

**About Kimora Lee Simmons**

Kimora Lee Simmons is president of Baby Phat and creative director of Phat Fashions' Baby Phat, Phat Farm, and KLS Collection brands. Phat Fashions is a division of Kellwood Company. Over the years, Kimora has inspired a new generation of consumers with her glamorous, sexy, over-the-top style. Her influence in the world of fashion is undeniable while her savvy as a businesswoman has made this former runway model a worldwide brand phenomenon. Kimora is the only multiethnic woman to have a successful fashion and media branded empire. Quintessentially, she is the new establishment. As the instrumental force behind the brands' creative designs, ad campaign strategies and marketing concepts, Kimora has taken her astute business acumen and passion for her

work to spearhead numerous brand extension ventures with companies including Mattel, Motorola, Lancaster and Dan River which include dolls, bedding, home products, candles, fragrance and cosmetics.

#### About Kellwood Company

Kellwood is a \$1.6 billion leading marketer of apparel and consumer soft goods. Specializing in branded products, the Company markets to all channels of distribution with products and brands tailored to each specific channel. Kellwood is an affiliated portfolio company of Sun Capital Partners, Inc. ("Sun Capital"), a leading private investment firm specializing in leveraged buyouts and investments in market-leading companies. For more information, visit [www.kellwood.com](http://www.kellwood.com).

Source: J. C. Penney Company, Inc.