

## JCPenney Announces Sponsorship of Rascal Flatts Tour

### "Rascal Flatts American Living Unstoppable Tour"

#### Original "American Living" Song Available Exclusively on New Rascal Flatts 'Unstoppable' CD Sold at JCPenney

PLANO, Texas--(BUSINESS WIRE)-- J. C. Penney Company, Inc. (NYSE:JCP) today announced its official sponsorship of the "Rascal Flatts American Living Unstoppable Tour" presented by JCPenney. The 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. The fully integrated two-year sponsorship will kick off June 5, with the tour hitting approximately 60 cities across the nation each year.

In conjunction with the tour, Rascal Flatts has written a new song inspired by the spirit of the brand titled "American Living," which will serve as the soundtrack for the new American Living commercial. The song will only be available on a special version of the Unstoppable CD sold at JCPenney stores.

"Representing true Americana, Rascal Flatts' music transcends genres and resonates strongly with our customers - the more than half of America that shops at JCPenney each year," said Mike Boylson, chief marketing officer for JCPenney. "With Rascal Flatts' significant crossover appeal and passion for the brand, our fully integrated sponsorship of 'Rascal Flatts American Living Unstoppable Tour' is a perfect canvas to highlight American Living and its true American values."

Rascal Flatts' support of American Living began when the band played at the launch party for the brand in February 2008.

"No brand better represents Rascal Flatts than American Living," said Gary LeVox of Rascal Flatts. "We've felt a strong connection to American Living since it first launched last year. High-quality and affordable, American Living represents a classic, American lifestyle - it's a brand we wear and are proud to share with our fans."

"American Living" Tribute Song:

The new Rascal Flatts song "American Living" will be available exclusively on a special version of their new Unstoppable album, to be sold at JCPenney beginning on April 7. All net proceeds from the sale of albums will be donated to the JCPenney Afterschool Fund, which provides children in need with access to life-enriching afterschool programs that inspire kids to be smart, strong and socially responsible.

As part of the fully integrated sponsorship, the original song will also serve as the soundtrack for a new JCPenney commercial featuring the band and the American Living brand. The commercial is set to air May 17 - June 6 on prime time and cable television programming.

American Living on Tour:

Rascal Flatts will share their passion for American Living throughout the upcoming tour:

- Rascal Flatts band members - Gary LeVox, Jay DeMarcus and Joe Don Rooney - will wear American Living apparel in concert.
- The American Living commercial, as well as behind the scenes footage from the filming of the commercial, will run on two large side stage screens during the concerts.
- The band's fleet of semi trucks and the JCPenney touring bus will feature imagery of the brand.
- Special American Living merchandise promoting the tour will also be available for purchase at concert venues.

In addition, fans interested in learning more about Rascal Flatts and the American Living brand will be able to enjoy an online experience, set to launch April 1. Visitors to the site will be able to watch interviews with the band on the road and enter a sweepstakes to win concert tickets.

A complete list of tour dates and concert venues for the "Rascal Flatts American Living Unstoppable Tour"

presented by JCPenney will be announced later this spring. JCPenney's partnership with Rascal Flatts will also include the sponsorship of the band's 2010-2011 tour, which will also highlight the American Living brand.

#### About American Living

Developed in February 2008 exclusively for the JCPenney customer by Polo Ralph Lauren's Global Brand Concepts, American Living is a new tradition in American style for the entire family and the home. American Living captures the American spirit with a mix of sporty, iconic essentials and unique, eye-catching looks--all designed with superior quality and a fresh, free-spirited take on the every day. American Living is available exclusively at JCPenney. For more information on American Living [click here](#).

#### About JCPenney

JCPenney is one of America's leading retailers, operating 1,093 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 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. For more information visit [www.jcpenny.net](http://www.jcpenny.net).

#### About Rascal Flatts

Rascal Flatts has sold over 18 million albums, scored 10 #1 singles with five of their albums being multi-platinum sellers. The band will launch their next CD Unstoppable on April 7. Rascal Flatts has also become one of the most consistently awarded acts in history, with their 2008 ACM Vocal Group of the Year award, their sixth, tying them with all-time super-group Alabama for most consecutive wins in that category. The band is also the reigning CMA and CMT Vocal Group of the Year. They were honored as the 2008 Academy of Country Music/The Home Depot(R) Humanitarian Award recipients during the ACM Awards show in May. This honor, in part, due to their dedication to raising funds for the Monroe Carell Jr. Children's Hospital at Vanderbilt, where in the past 4 years they have donated 3 million dollars, as well as their work on the American Red Cross Celebrity Cabinet board.

Source: J. C. Penney Company, Inc.