

JCPenney Begins Holiday Deals in October with Exciting New Brands for A Safe Season Full of Merry

Incredible deals begin in October with new national brands and safety in mind at every touchpoint

PLANO, Texas--(BUSINESS WIRE)-- J.C. Penney Company, Inc. (OTCMKTS: JCPNQ) continues its 118-year tradition of serving customers as an inspiring and convenient one-stop destination for gifts this holiday season. JCPenney is kicking off holiday shopping in mid-October with new brands and amazing deals to get customers in the spirit of saving, offering incredible Black Friday pricing throughout November, and capping off with can't-miss value on all holiday gifts through December. In a year like no other, JCPenney will help make the holidays special with the reliable quality customers want and the safety and convenience they need.

"It's especially important to bring personal traditions into focus this holiday season, and we encourage shoppers to rely on JCPenney for all they need to make the holidays meaningful and memorable," said Jill Soltau, chief executive officer at JCPenney. "JCPenney is a true authority on quality and value for everyone's holiday shopping list. We have been working to secure partnerships with new national brands and to expand our product offerings as part of our efforts to provide compelling merchandise and deliver an engaging shopping experience to our customers. Safety remains JCPenney's number one priority and is at the forefront of all our efforts to give our customers the utmost confidence that they can effortlessly and conveniently shop with us in-store and online."

Holiday Deals Starting Mid-October

The holiday savings start early this year with **Cyber Days**, happening Oct. 12-14, allowing shoppers to get a jumpstart on holiday purchases. Weekend sales events will continue in November, with an early Black Friday preview and exciting, limited-time deals at Black Friday prices available throughout the entire month – without the wait. Customers' dollars will go further all season, and after-coupon pricing means guaranteed savings on every deal.

New & Wow! Brands and Products new at JCPenney

JCPenney is introducing all-new, exciting national brands just in time for the holidays. Customers can enjoy time with their loved ones at home and in the kitchen with:

- New bakeware, kitchen tools and cookware from **Nordic Ware®**, **Wilton®**, **Zoku®** and **Taste of Home®**
- Glassware from **Schott Zwiesel®**, **Luminarc®**, and **Cambridge™**
- Wellness and personal care items from national brands **Philips Sonicare®** and **SensorPEDIC®**

We are also offering great new products from Cuisinart®, PowerXL™, Pure Enrichment®, and Sharper Image®.

In addition, shoppers will discover an array of fun new toys from Lego®, Mattel®, Fisher-Price® and Disney Collection®, and be able to capture all their holiday moments with the Fujifilm Instax® camera. There is always even more to love from our incredible exclusive brands including Liz Claiborne®, Worthington®, a.n.a a new approach®, J. Ferrar®, Arizona Jeans Co.®, and Linden Street™, only at JCPenney.

Safety First, Convenience Always

The health and safety of all JCPenney customers and associates continues to be a top priority this holiday season. As stores experience increased foot traffic, associates will consistently enforce store capacity limits and social distancing within line queues, in addition to numerous [safety precautions](#) already in place, including requiring face coverings, diligently cleaning stores with a focus on high-touch areas, and holding back returned and tried-on merchandise from the selling floor overnight.

Customers can also expect shopping convenience options through our various touchless checkout options, including the mobile wallet in the JCPenney app, our fully digital and easy, “no call needed” technology-based Style on the Go! Contact-free curbside pickup service, and fast in-store pickup of online orders placed on the Company’s flagship store, [jcp.com](#).

An effortless, safe shopping experience along with exciting new brands and deals from October through December will make this season’s gifting a breeze and allow our JCPenney customers to enjoy the comforts of home and the traditions that matter most.

About JCPenney

J. C. Penney Company, Inc. (OTCMKTS: JCPNQ), one of the nation’s largest apparel and home retailers, combines an expansive footprint of stores across the United States and Puerto Rico with a powerful eCommerce site, [jcp.com](#), to deliver style and value for all hard-working American families. At every touchpoint, customers will discover stylish merchandise at incredible value from an extensive portfolio of private, exclusive and national brands. Reinforcing this shopping experience is the customer service and warrior spirit of JCPenney associates across the globe, all driving toward the Company’s mission to help customers find what they love for less time, money, and effort. For additional information, please visit [jcp.com](#).

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