

JCPENNEY MERGES STYLE, VALUE AND SPEED FOR BACK-TO-SCHOOL SHOPPERS

Company Transforms City Streets® to Fast Fashion Brand Available at Extreme Value Prices

JCPenney.com Products Now Ship Free to any JCPenney Store with No Minimum Threshold

PLANO, Texas - (July 21, 2017) - JCPenney [NYSE: JCP] is accelerating in the fast fashion lane with the expansion of its City Streets® private brand by offering trend-right merchandise priced at an extreme value just in time for back-to-school. The newly expanded collection now encompasses casual sportswear and fashion accessories for the entire family and is the latest apparel initiative designed to attract new and younger customers to JCPenney, while swiftly meeting demand for stylish apparel at everyday low prices. These items and more are now available for free shipping when purchased at JCPenney.com and customers choose to have their order shipped to a local JCPenney store for easy pickup.

"We reinvented the City Streets brand this past spring to better compete with specialty and off-price retailers who are providing new, trend-relevant merchandise on a quicker production timeline," said John Tighe, chief merchant for JCPenney. "With City Streets, we can offer affordable fast fashion for shoppers who want to continuously update their wardrobe with the latest styles."

The entire City Streets collection, as well as select items from other JCPenney private brands, will be part of a merchandise assortment priced at an extreme value every day. These products have low, fixed price points that do not require a sale and are coupon eligible. Throughout the year, the City Streets assortment will evolve based on what's popular for the season, such as [\\$5 flip flops](#), [\\$9 shorts](#) and [\\$10 sunglasses](#) for summer, and [\\$7 backpacks](#), [\\$15 jeans](#) and [\\$12 sneakers](#) for back-to-school.

For back-to-school, JCPenney is encouraging friendship by highlighting City Streets anti-bullying tees that convey statements of positivity, such as "Choose Nice" and "Super Heroes Stick Up For Everyone." Shirts available in the kid's department will include "Fashion Against Bullying" hangtags that provide information for contacting [Teen Line](#), a crisis hotline where students can receive help or advice against bullying. The friendship tees are available in all stores and at JCPenney.com from \$5 to \$7.

Revvig-Up Value and Free Shipping Incentives

JCPenney shoppers will find compelling deals on the latest trends throughout the entire season. Back-to-school promotions begin with the roll out of "Power Penney Days" on July 21, showcasing \$3, \$5, \$7 and \$9 deals on select items. Customers can also take advantage of extra savings with a 15 percent off coupon valid through July 23 or a \$10 off \$10 or more coupon giveaway available to early shoppers in stores on July 22, while supplies last.

Customers shopping jcpenney.com will have the added convenience of shipping their online orders to their local JCPenney store with no minimum order requirement or shipping charge. The merchandise assortment online offers four times the selection of the largest JCPenney store, giving customers broader access to sizes, styles and new product categories not found in stores, such as electronics, sporting goods and musical instruments. Additionally, thousands of items are available for free same-day pickup in any given store.

Accelerating Apparel Production

JCPenney is leaning into fast fashion by reducing the development timeline of select private brand merchandise by 40 percent. The Company has one of the most sophisticated in-house design and sourcing operations in the industry, and is leveraging supply chain efficiencies, as well as the expertise of its merchant and store teams, to accelerate apparel production and the in-store delivery process. With the new speed-to-market initiative, JCPenney can react more quickly to consumer trends, allocate the right product mix and deliver value at the faster pace shoppers have come to expect.

To download this release in English or Spanish, and for back-to-school related images and store b-roll, please visit: http://www.jcpnewsroom.com/news-releases/2017/0720_back_to_school.html

JCPenney Media Relations

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About JCPenney:

J. C. Penney Company, Inc. (NYSE:JCP), one of the nation's largest apparel and home furnishings retailers, is on a mission to ensure every customer's shopping experience is worth her time, money and effort. Whether shopping jcp.com or visiting one of over 1,000 store locations across the United States and Puerto Rico, she will discover a broad assortment of products from a leading portfolio of private, exclusive and national brands. Supporting this value proposition is the warrior spirit of over 100,000 JCPenney associates worldwide, who are focused on the Company's three strategic priorities of strengthening private brands, becoming a world-class omnichannel retailer and increasing revenue per customer. For additional information, please visit jcp.com.

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