

JCPenney Spreads "Joy Worth Giving" This Holiday Season

Company Offers Incredible Value with Enticing Gifts, Money-Saving Promotions and Launch of Lowest Price Guarantee

Stores Welcome Black Friday Shoppers at 3 p.m. on Thanksgiving Day

Black Friday Sale Prices Start One Day Earlier at JCPenney.com on Nov. 23

PLANO, TX -- (Nov. 7, 2016)- JCPenney is helping shoppers experience "Joy Worth Giving" this holiday season by ensuring it saves customers' time, money and effort when it comes to finding the perfect gift for everyone on their list. With a breadth of curated products, must-have brands and an array of compelling promotions throughout the season, JCPenney will prove that it has the unique, surprising gifts that customers want at an amazing value.

"The essence of Christmas is rooted in the joy of giving. We know our customer puts a lot of thought and love into the gifts they give," said Mary Beth West, chief customer and marketing officer for JCPenney. "Our value offering this year has never been stronger. When combined with our outstanding gift assortment, we're confident holiday shoppers will make JCPenney the destination worth shopping this season."

Deals Worth Seizing

JCPenney will kick off its annual **Black Friday sale** in stores on Thanksgiving Day when doors open at 3 p.m. For customers who wish to get a head start on their holiday shopping, Black Friday sale prices will be available on JCPenney.com one day earlier beginning at midnight on Nov. 23.

When stores open on Thanksgiving Day, early shoppers will be greeted with an envelope containing a coupon worth \$10 off \$10, \$100 off \$100 or a \$500 off \$500 or more purchase, while supplies last. Coupons are valid for use in store only starting on Thanksgiving Day. Shoppers in stores at 6 a.m. on Black Friday will receive another chance to receive an instant-savings coupon worth up to \$100 off \$100 or more purchase. Stores will remain open for the Company's Black Friday sale until Friday, Nov. 25 at 10 p.m.

To simplify the shopping experience and better serve customers during the busy holiday season, associates will be wearing festive red shirts, making it easier to spot them throughout the store, and new red shopping carts will be rolling out to 450 stores nationwide.

This year's [Black Friday deals](#), which were exclusively previewed to JCPenney mobile app users on Nov. 4, include exciting offers such as:

- \$1.99 **Mixit(TM)** touch tech gloves
- \$2.99 **Home Expressions(TM)** 100 percent cotton towel or **JCPenney Home(TM)** classic standard/queen pillow
- \$4.99 **Disney® Collection** mini plush or select **Paw Patrol** toys
- \$5.99 select **Shopkins(TM)** or **Teenage Mutant Ninja Turtle** toys
- \$7.99 **cooks (TM)** kitchen electrics (after \$12 mail in rebate)
- \$9.99 **Tzumi(TM)** dream vision virtual reality headset
- \$14.99 Women's pajama sets
- \$19.99 select Women's boots
- \$20 1/10 CT. T.W. diamond studs in sterling silver or **Liz Claiborne®** charging pouch
- \$29 Women's (with faux fur trim) or Men's **St. John's Bay(TM)** puffer coat
- \$29.99 **Sky Rider** drone with camera or **Razor** kick scooter
- \$36.99 Men's **Levi's® 501®** original core jeans
- \$39.99 5-pc **Protocol®** Hamilton luggage set
- \$59.99 **CHI®** flat iron
- \$59.99 **Nutribullet®** blender
- \$79 **Sharper Image®** 5.1 channel bluetooth home theater system
- \$88 men's or women's **Citizen®**, **Casio®**, **Seiko®** or **Invicta®** watches
- \$89.99 **Keurig®** K55 brewer
- \$279.99 **KitchenAid®** artisan 5-qt. stand mixer (after \$50 mail in rebate)
- \$293 each **Hotpoint®** 3.8 cubic feet stainless steel basket washer or 6.2 cubic feet electric dryer
- \$994 **Samsung** 26 cubic feet 3-door French door refrigerator

JCPenney will also be stepping up its promotions throughout the entire month of November with exciting **one-day only "Pre Black Friday" deals** available in-store and JCPenney.com beginning today through Nov. 19. From Nov. 20-22, JCPenney will feature 24 online daily deals leading up to its Black Friday sale. The retailer has also begun its Black Friday sale deals on [major appliances](#), a new merchandise category for the Company this holiday season, offering customers up to 40 percent off select models.

The savings continue with the **JCPenney Cyber Monday sale** on Nov. 27-28, with over 50,000 deals available in stores and online at JCPenney.com and free shipping on orders of \$49 or more. The sale will be followed with further promotions online and in-store throughout the entire week.

Prices Worth Beating

Just in time for the holiday shopping season, JCPenney has introduced its **lowest price guarantee**. Effective Nov. 13, if a customer finds a lower current advertised price on an identical item within 14 days after purchase at a competitor, they can bring that ad to a JCPenney store, or call customer care at 1-800-322-1189 for online purchases, and JCPenney will beat that price by **5 percent**. With the Company's new lowest price guarantee, customers can be assured that they always "get their Penney's worth" when shopping the retailer's assortment of top national brands, such as Nike®, Levi's®, Kitchenaid®, Keurig®, NutriBullet®, Converse®, adidas® and more. The Company's lowest price guarantee is available every day, including Black Friday. Customers can visit jcp.com/lowest-price for more details.

Furthermore, to assist customers in finding the perfect present on a budget, JCPenney will showcase helpful **Gifts Under \$5, \$10, \$15, \$20 and \$25** ideas through national broadcast spots,

an online gift hub found at jcp.com/gifts or on the JCPenney mobile app, and with an array of "Gifts Under" statements throughout the store.

Joy Worth Giving

JCPenney will highlight its gift assortment and value offering through its "Joy Worth Giving" marketing campaign, which includes branded and promotional broadcast spots, national print ads in top fashion and home magazines, along with digital, mobile, direct mail and email components. Additionally, a social campaign will feature videos highlighting surprising acts of generosity to deserving individuals and be supported by #JoyWorthGiving.

In celebration of #GivingTuesday on Nov. 29, JCPenney will be making a \$100,000 donation to the YMCA and will host private shopping events throughout the month of December benefitting the Y. In select cities, JCPenney will invite kids from local Ys to visit a JCPenney store to shop for gifts for their families, while being treated to a special visit with a hometown celebrity.

From Dec. 15-17, JCPenney will cater to last-minute shoppers with a festive Christmas display located in high traffic areas within 40 malls across the country. The retailer will surprise and delight customers by inviting them to choose a stocking from a mock fireplace mantel to redeem at the JCPenney store for a coupon, gift card or surprise item.

For video, b-roll and images please visit http://www.jcpnewsroom.com/news-releases/2016/1107_spreads_joy_worth_giving.html

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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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