

## **JCPenney Unveils Linden Street Home Brand Bedding Collection**

*New effortless bedding inspires customers to Renew. Relax. Retreat.*

PLANO, Texas--(BUSINESS WIRE)-- JCPenney (OTCMKTS: JCPNQ) today announced a significant enhancement to its home merchandise division with the launch of its Linden Street brand, designed to make living comfortable – *effortlessly*. Defined by casual styles and quality craftsmanship, the Company's new private brand inspires customers to *Renew. Relax. Retreat.*

Ultra-soft and fuss-free, Linden Street bedding and sheets are made of 100 percent cotton and are designed to be washed over and over again, getting even softer over time. The Linden Street artisan-inspired aesthetic features soothing, neutral color palettes that effortlessly transition between seasons, and the perfectly imperfect appeal is easy to achieve through the layering of products. The brand's affordable pricing includes sheet sets starting at \$40, and quilts and comforters ranging from \$90 to \$220.

“Whether you are settling into a new place or winding down after a long day, Linden Street was designed to celebrate an aesthetic that welcomes customers home,” said Stacey Shively, senior vice president and general merchandise manager of the home division. “We are excited to offer this new bedding collection as customers look to create a comfortable retreat with high-quality, inviting styles they can cherish for seasons to come.”

JCPenney is on a mission to create more sustainable, responsibly sourced products manufactured in clean, healthy environments – and the Linden Street bedding collections are a big step in that direction. Several products are [OEKO-TEX® Certified](#), meaning they've been tested and verified free from more than 300 harmful substances. Additionally, the new packaging is made of biodegradable labels and recycled polyester.

The Linden Street home collection is available now at the Company's flagship store, [jcp.com](#), and includes the *Monroe 3-piece Comforter Set*, *Veranda 3-piece Comforter Set*, *Decatur Quilt*, and more.

As JCPenney continues implementing its Plan for Renewal transformation strategy, including offering compelling merchandise, the bedding collection represents a fresh beginning for the new home private brand, supporting the Company's commitment to returning fashion, quality, and value to the home.

### **About JCPenney**

J. C. Penney Company, Inc. (OTCMKTS: JCPNQ), one of the nation's largest apparel and home retailers, combines an expansive footprint of approximately 850 stores across the United States and Puerto Rico with a powerful e-commerce 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 nearly 85,000 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](http://jcp.com).

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