

JCPENNEY PARTNERS WITH INSTYLE TO ROLL OUT AN ENTIRELY NEW SALON EXPERIENCE

The Salon by InStyle is set to debut this summer

PLANO, Texas – (Feb. 5, 2015) – In a move to boldly reinvent 850 salons across the country, JCPenney announced an exclusive collaboration with the editors of [InStyle](#)® to launch a modern, cutting-edge salon concept called **The Salon by InStyle**. The Company will begin its salon transformation by piloting 15 locations this summer before implementing a nationwide rebranding in 2016. The Salon by InStyle concept will deliver a superior approach to professional hair care that resonates with new and younger customers who identify with the fashion, hair and beauty trends curated by InStyle.

“As one of the largest salon operators in the country, we are going to leverage our industry expertise to create a salon that elevates the client experience and attracts new customers to our stores, while strengthening loyalty among existing clients,” said Amiee Thomas, vice president of salon at JCPenney. “Our customers already shop JCPenney for beauty, fashion apparel, shoes and accessories. As more women experience the services provided at The Salon by InStyle, it will reinforce JCPenney as an all-inclusive destination for head-to-toe style.”

JCPenney currently employs 13,500 stylists and assistants who serve nearly three million clients and provide approximately 10 million services annually. JCPenney salon customers typically visit the store eight times a year and spend twice as much as the average customer. Therefore, the introduction of The Salon by InStyle presents a tremendous growth opportunity for increased cross shopping.

The Salon by InStyle will debut at 15 locations across Chicago, Dallas, Miami and Los Angeles. The design concept will reflect a contemporary environment, including modern wall textures and colors. Two of the salons, located in Dallas and Los Angeles, have been designated as flagship locations and will undergo complete renovations featuring new equipment, furniture and décor. These newly revamped sites will serve as the prototypes for the remaining salons, which will receive updates beginning in 2016.

JCPenney stylists are highly regarded for their advanced approach to cuts, color and client service. At the core of this distinction is a commitment to providing associates with ongoing education and training that enables them to consistently meet the needs of their clients and stay abreast of trends. The Salon by InStyle will merge the industry knowledge of the salon team at JCPenney with the beauty and fashion expertise of InStyle editors. Together, the teams will collaborate to identify seasonal trends and offer customers the latest in haircare innovation.

“The InStyle reader looks to the brand for fashion and beauty advice throughout the day, and we’re excited to bring that level of trusted service to the salon level,” said Ariel Foxman, Editorial Director, InStyle and StyleWatch. “Beauty is a huge focus for our readers. They spent over \$2.1 billion on beauty products in the past year, equivalent to 9 percent of all spending on beauty in the U.S. We see this partnership as a way to extend our relationship with our consumer in a new, tangible way.”

For before and after images related to The Salon by InStyle transformation, please visit jcpennewsroom.com/thesalonbyinstyle.

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About JCPenney

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation's largest apparel and home furnishing retailers, is dedicated to fitting the diversity of America with unparalleled style, quality and value. Across approximately 1,060 stores and at jcpenny.com, customers will discover a broad assortment of national, private and exclusive brands to fit all shapes, sizes, colors and wallets. For more information, please visit jcpenny.com.

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