



JCPENNEY EARNS GOOD HOUSEKEEPING SEAL FOR OVER 75 HOME PRODUCTS

Company boasts more products with the Seal than any other retailer

PLANO, TX – (April 6, 2015) – Since 2014, more than 75 JCPenney home products have earned the prestigious Good Housekeeping Seal, the most of any other retailer. From curtains to bedding to cookware and small electrics, the Seal can be found in over a dozen home categories on private brand products including Royal Velvet®, Cooks™, JCPenney Home™ and Liz Claiborne® Home. The most recent JCPenney recipients of the Seal include the newly launched Royal Velvet Signature Soft [bath rug collection](#) and [solid bath towels](#) along with the Cooks [power blender](#), [toaster oven](#), [griddle](#) and more.

“JCPenney has a rich history of product development and design dating back to 1914. Combined with our global sourcing and quality assurance expertise, we are able to create lasting products, which is why many have earned the Good Housekeeping Seal,” said Ken Mangone, executive vice president for product development, design and sourcing at JCPenney.

In order to receive the Good Housekeeping Seal, a trusted emblem from the foremost consumer product testing organization in America, a product must be reviewed by the experts at the Good Housekeeping Institute. The Good Housekeeping Seal is a two-year limited warranty, promising a replacement or refund up to \$2,000, if a product proves defective. “Consumers recognize and trust the Good Housekeeping Seal because of the financial assurance it provides,” Mangone added. “This instills confidence in the customer’s purchasing decision and ultimately, helps JCPenney drive loyalty through the quality products we offer.”

“For decades, the Good Housekeeping Seal has provided much-needed trustworthy guidance for consumers as well as industry professionals seeking quality products,” said Miriam Arond, director of the Good Housekeeping Institute. “We’re pleased that so many JCPenney products performed well in our testing and proud that they will be carrying the Seal.”

In addition to the comprehensive product evaluation conducted by the Good Housekeeping Institute, customer reviews are an important part in the development and design of a JCPenney private brand product with the majority of feedback coming from reviews and ratings on [jcpenny.com](#). Customers are invited to rate each product based on a five star rating system. The majority of private brand products have received five stars, demonstrating customers’ satisfaction related to quality, design, durability and value. JCPenney product integrity teams review regular reports of product ratings to make adjustments based on specific customer feedback.

Many of the products granted the Good Housekeeping Seal are featured in the JCPenney spring/summer [home catalog](#), which was recently delivered to select customers and is also available on [jcpenny.com](#).



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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.

About Good Housekeeping

Founded in 1885, *Good Housekeeping* magazine reaches nearly 25 million readers each month, plus another 10+ million online at goodhousekeeping.com. The Good Housekeeping Institute, a state-of-the-art consumer product testing facility launched in 1900 and staffed by engineers and scientists who evaluate thousands of products each year in its six labs, is key to the unrivaled trust that readers and consumers have in the Good Housekeeping brand and the Good Housekeeping Seal. The Seal, introduced in 1909, and the Green Good Housekeeping Seal, created in 2009, are among the most recognized consumer icons and are backed by a limited warranty that provides a replacement or refund for up to \$2,000 if a product proves defective within two years of purchase. In addition to its U.S. flagship, *Good Housekeeping* publishes 10 editions around the world. Hearst Magazines is a unit of Hearst Corporation, one of the nation's largest diversified media and information companies. With 21 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation (AAM 2H 2014) and reaching nearly 81 million adults (Fall 2014 MRI gfk) and nearly 44 million site visitors each month. Follow *Good Housekeeping* on [Facebook](#), [Instagram](#), [Twitter](#), [Pinterest](#) and on the [Inside the Institute](#) blog. Follow Jane Francisco on [Twitter](#) and [Pinterest](#).

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