

JCPENNEY GROWS ITS SEPHORA PRESENCE WITH 25 NEW LOCATIONS AND SIX EXPANSIONS

PLANO, Texas – (April 29, 2015) – Beauty enthusiasts in markets across the country will soon have even more choices when shopping for makeup, skincare, fragrance and accessory products. Starting May 1, JCPenney will introduce SEPHORA to 25 additional stores, enabling the global beauty retailer to enter new and smaller markets, while expanding JCPenney’s reach as a premier destination for beauty. Since the exclusive partnership launched in 2006, more than 500 JCPenney stores now feature a full-service SEPHORA offering.

“SEPHORA is one of the most powerful and exciting beauty concepts in the world, and we want to leverage that reputation to drive the growth of SEPHORA inside JCPenney. SEPHORA is not only an important part of our center core strategy, but also a differentiator that helps set us apart from the competition,” said Ivy Spargo, senior vice president and general merchandise manager for SEPHORA inside JCPenney. “With the addition of these locations, we are providing clients with a unique and compelling in-store beauty experience, while generating a wealth of cross shopping appeal.”

Each SEPHORA inside JCPenney is located prominently within the center of the store and offers a unique open-sell environment encompassing 2,200 to 2,600 square feet. Customers are encouraged to touch, smell and sample products, as specially trained beauty consultants offer a completely non-biased approach when recommending brands.

In addition to the grand openings, six existing SEPHORA inside JCPenney shops will expand to meet the high customer demand for prestige cosmetics and beauty products. Expanded locations will represent an average of 3,000 total square feet of space dedicated to SEPHORA merchandise and SEPHORA Beauty Studio where clients receive complimentary mini-makeovers.

“Working with JCPenney has proven to be a valuable partnership that represents one of our largest growth initiatives in the U.S.,” said Satish Malhotra, executive vice president for SEPHORA inside JCPenney, Canada and Latin America. “With our one-of-a-kind beauty collaboration, we are able to reach more markets where SEPHORA does not exist and introduce prestige makeup, fragrance and skincare brands that may not be available in many of these cities.”

Below is the list of planned openings and expansions for 2015. For more information or for images of SEPHORA inside JCPenney, visit jcpnewsroom.com.

New SEPHORA inside JCPenney stores opening May 1:

- Nogales, Ariz. at Mariposa Mall
- Tucson, Ariz. at Tucson Mall
- Rogers, Ark. at Pinnacle Hills Promenade
- Merced, Calif. at Merced Mall
- Aurora, Colo. at Southlands Shopping Center
- Manchester, Conn. at The Shoppes at Buckland Hills
- Miami, Fla. at Southland Mall
- Jensen Beach, Fla. at Treasure Coast Square
- Tampa, Fla. at Westshore Plaza
- Newnan, Ga. at Newnan Crossing

- Idaho Falls, Idaho at Grand Teton Mall
- Washington, Mo.
- Raleigh, N.C. at North Hills Shopping Center
- Greenville, N.C. at Greenville Mall
- Johnson City, N.Y. at Oakdale Mall
- Tulsa, Okla. at Tulsa Promenade
- Knoxville, Tenn. at West Town Mall
- Waco, Texas at Richland Mall
- Wichita Falls, Texas at Sikes Senter Mall
- South Jordan, Utah at The District
- Roanoke, Va. at Valley View Mall
- Vienna, W.Va. at Grand Central Mall
- Madison, Wis. at East Towne Mall

Expanded SEPHORA inside JCPenney locations debuting on May 1:

- West Covina, Calif. at Westfield West Covina
- Santa Ana, Calif. at Main Place Mall
- Orlando, Fla. at The Florida Mall
- Toms River, N.J. at Ocean County Mall
- Scranton, Pa. at Viewmont Mall
- Houston, Texas at The Shops at Stone Park

New SEPHORA inside JCPenney stores opening this summer:

- Parma, Ohio at Parmatown Mall

New SEPHORA inside JCPenney store opening this fall:

- Cedar Rapids, Iowa at Westdale Mall

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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 jcpenney.com, customers will discover a broad assortment of national, private and exclusive brands to fit all shapes, sizes, occasions and budgets. For more information, please visit jcpenney.com

About SEPHORA Americas

Bold, Boundless, addictive – SEPHORA. A revolutionary beauty retailer, SEPHORA has been changing the face of prestige cosmetics since its industry-shaking debut in 1970s Paris. SEPHORA was acquired by leading luxury group LVMH Moët Hennessy Louis Vuitton in 1997 and launched its innovative concept stateside in 1998, where its dynamic, open-sell atmosphere evolved by merging the freedom of experimentation and product discovery with the expertise of personal consultants. Today, stores are home to a curated assortment of 200 world-class brands – including classics, cult favorites, emerging collections and SEPHORA's own private label, SEPHORA COLLECTION – and feature more than 14,000 unique products across makeup, skincare, perfume, haircare, body, professional tools, and more. Powered by SEPHORA University, SEPHORA is the beauty education hub, offering customized consultations at the Beauty Studio, a variety of complimentary classes and one-on-one service from Personal Beauty Advisors, along with exclusive retail technology including SKINCARE IQ, COLOR IQ and

Scentsa, resulting in the most expansive educational services in beauty retail. With over 1,780 locations in 29 countries – including 370 in North America and 517 SEPHORA inside JCPenney locations – SEPHORA is an international force in beauty. Adding to its global retail network, SEPHORA's award-winning website, SEPHORA.com, and its every-growing presence on Twitter, Facebook and Pinterest, make it the world's premier digital beauty destination. SEPHORA's vibrant, interactive online community, Beauty Talk, amplifies the in-store experience by offering clients exclusive access to personalized beauty advice from SEPHORA's PRO Artistry Team and provides a platform for open dialogue with beauty aficionados from around the world. For the latest in beauty, please visit SEPHORA.com.

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