

JCPENNEY SUITS UP WITH COLLECTION BY MICHAEL STRAHAN™

PLANO, Texas – (Sept. 8, 2015) – Michael Strahan has partnered with JCPenney to introduce Collection by Michael Strahan, an exclusive brand of men’s tailored clothing, dress shirts, neckwear and accessories. Strahan’s debut clothing line is now available in over 200 JCPenney stores and at jcpenney.com

“My new collection at JCPenney reflects my personal style,” said Strahan. “I believe every man should be able to afford a well-made suit, one that is comfortable and stylish.”

Collection by Michael Strahan features tailored suit separates, sport coats, dress shirts, neckwear, belts and accessories in a dedicated in-store presentation at The Men’s Store at JCPenney. In working with the designers, Strahan chose styles and fabrics that would accommodate his lifestyle, work and busy event schedule. Available in quality fabrics like bird’s eye, herringbone and windowpane, along with solid prints in a variety of sophisticated colors, the collection offers a style for every man with suit separates for less than \$200. Men will find current, yet distinct looks reflected in a variety of textured ties, a suede-inspired sport coat, crisp pinstripe shirts and modern accessories including tie clips and cuff links.

“Michael Strahan is highly regarded for his impeccable style, which is reflected in every aspect of his personal and professional life. He’s the kind of dresser that always looks put together without a lot of effort,” said John Tighe, senior vice president of men’s apparel for JCPenney. “Collection by Michael Strahan is designed for the active, style-conscious man – qualities exemplified by Michael himself, making him the perfect brand partner for this line.”

Collection by Michael Strahan complements a comprehensive assortment of popular tailored clothing brands at The Men’s Store at JCPenney including Stafford®, Claiborne®, JF J. Ferrar® and Van Heusen®. Strahan’s new line offers stylish men high quality, refined fabrics and expertly tailored pieces for work or leisure.

For related product images, please visit <http://www.jcpnewsroom.com/news-releases/2015/0908-jcpenney-suits-up-with-collection-by-michael-strahan.html>

JCPenney Media Relations

(972) 431-3400 or jcpnews@jcp.com
[@jcpnews](https://twitter.com/jcpnews)

PMK BNC for Michael Strahan

Jill Fritzo
Jill.Fritzo@pmkbnc.com

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 1,020 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 Michael Strahan:

Emmy winner and Super Bowl Champion Michael Strahan is the co-host of top-rated entertainment talk show “LIVE with Kelly and Michael.” He also serves as special co-host for leading morning program, “Good Morning America,” and as an Emmy-nominated analyst for “Fox NFL Sunday.” Prior to joining the ranks of the top sports broadcasters in the country, Strahan’s entire *15-year football career with the Giants* was typified by the charisma and sportsmanship that made him a seven-time Pro-Bowler and one of only four players ever to lead the NFL in sacks for two seasons. His spectacular NFL career resulted in Strahan being named to the 2014 Pro Football Hall of Fame class, the sport’s highest honor.

This October, Strahan will release his first book “Wake Up Happy: The Dream Big, Win Big Guide to Accomplishing Your Goals,” which will include personal stories and motivational advice to inspire readers to turn up the heat and go from good to great in pursuit of their personal ambitions.

Now partnered with longtime friend Constance Schwartz to form SMAC Entertainment, Strahan brings his skills, determination, leadership, experience and humor to the multi-dimensional talent management, branding, and production company. In addition to representing dynamic and globally recognized talent, SMAC Entertainment produces strong and diversified content, and has a multitude of projects setup with primetime cable and broadcast networks. In addition, the SMAC team produced the innovative HBO documentary series “State of Play: Happiness,” which explores athletes’ retirement transition in relation to larger society. Their latest project, “Play It Forward,” a documentary about famed football tight end Tony Gonzales and his brother, premiered as the opener of the 2015 Tribeca/ESPN Sports Film Festival and will debut on Showtime in October. Dedicated to many charitable works, Strahan donates his hands and heart to numerous charities including St. Jude Children’s hospital, The USO and Cedar Sinai’s Sports Spectacular.

###