

## **JCPENNEY EMPHASIZES CUSTOMER VALUE WITH LAUNCH OF “GET YOUR PENNEY’S WORTH”**

### **“Penney Days” entices customers to shop private brand products for one penny**

**PLANO, Texas – (Feb. 25, 2016)** – JCPenney (NYSE: JCP) announces the launch of its new value proposition, “Get Your Penney’s Worth™.” The idea reinforces how the Company is on a mission to ensure every shopping trip in stores and at jcp.com is worth the customer’s time, money and effort. The brand promise will be unveiled through a spring marketing campaign, which includes the introduction of “Penney Days,” a unique promotion that makes select items from the Company’s assortment of private brands available for just a penny. The virtues behind “Get Your Penney’s Worth” will be adapted into an enhanced customer service model for associates, as well as influence the shopping experience in stores, online and on mobile devices.

“We want to be the shopping mecca for the modern American mom, which means we need to dimensionalize the idea of worth. We know our customers live very busy lives and we want every trip and interaction at JCPenney to be worth her time, her hard earned money and her effort,” said Mary Beth West, chief customer and marketing officer for JCPenney. “The launch of this new brand promise underscores our strategic focus on building private brands and revenue per customer to create sustainable loyalty. If JCPenney can help her discover the things she loves more easily, innovatively and consistently than anyone else, we know she’ll come back for more.”

JCPenney will introduce its value message through a robust marketing campaign that will kick off with a 30-second broadcast spot, airing on cable and network television beginning Feb. 28. To reach Hispanic audiences, a Spanish language version with the tagline “*Donde Tus Penney’s Valen*” will broadcast on popular Hispanic channels. A complementary logo, designed with a handle to resemble a shopping bag, will be positioned alongside the JCPenney logo in broadcast media, print ads and digital marketing.

As part of the new campaign, the Company’s marketing will feature items that are deemed “perception shifters.” Research showed that many consumers underestimated the selection of quality brands and merchandise available at JCPenney such as Levi’s®, Nike® and KitchenAid®, as well as the style and value offered by private brands, including Worthington®, Liz Claiborne® and Stafford®. These perception shifters will be highlighted in national magazine ads showcasing the Company’s fashion and home collections this spring.

### **Power of a Penny**

To introduce shoppers to the quality and style associated with its private brands, JCPenney will host its first weeklong Penney Days event starting Feb. 28 in stores and at jcp.com. Customers will have the opportunity to buy a regular priced Arizona brand apparel or accessory item and purchase another Arizona apparel or accessory item for just one penny. Upcoming Penney Days will demonstrate the purchasing power of a penny by featuring unique in-store items for one cent with no additional purchase required, while supplies last.

JCPenney will host Penney Days throughout the year to drive customer excitement and showcase the Company's broad assortment of private brands that offer the perfect blend of style, quality and value. The Company will promote Penney Days through its weekly sales circulars, digital marketing and via 15-second television spots. JCPenney will also launch a social media campaign reminding users of the power of a penny. All campaign elements will be supported by the hashtag #SoWorthIt.

For a Spanish version of the news release and to download marketing images, please visit [jcpnewsroom.com](http://jcpnewsroom.com).

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**About JCPenney:**

J. C. Penney Company, Inc. (NYSE:JCP), one of the nation's largest apparel and home furnishings retailers, is on a mission to ensure every shopping experience is worth the customer's time, money and effort. Whether shopping [jcp.com](http://jcp.com) or visiting one of over 1,000 store locations across the United States and Puerto Rico, customers will discover a broad assortment of products from a leading portfolio of private, exclusive and national brands. Supporting this value proposition is the warrior spirit of over 100,000 JCPenney associates worldwide, who are focused on the Company's three strategic priorities of strengthening private brands, becoming a world-class omnichannel retailer and increasing revenue per customer. For additional information, please visit [jcp.com](http://jcp.com).

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