

## JCPENNEY CELEBRATES 10 YEARS OF SEPHORA INSIDE JCPENNEY WITH GRAND OPENING OF 60 NEW LOCATIONS

### Sephora inside JCPenney debuts first flagship destination in Salinas, Calif.

**PLANO, Texas – (April 26, 2016)** – JCPenney [NYSE: JCP] and visionary beauty retailer SEPHORA are celebrating 10 years of SEPHORA inside JCPenney with the grand opening of 60 new locations, including a new flagship opening this fall in Salinas, Calif. Showcasing a stunning beauty presentation of prestige cosmetics, skincare, fragrance, tools and accessory products, SEPHORA inside JCPenney is a center core attraction in more than half of the 1,000 JCPenney stores. One of the first collaborations of its kind, the exclusive partnership is credited with increasing revenue per customer and bringing the beauty of SEPHORA to new and high potential markets across the country.

“When we first introduced a SEPHORA inside JCPenney in 2006, it was a revolutionary concept. JCPenney was one of the first department store retailers to forgo the traditional beauty counter and work with a global beauty brand to build a dynamic Sephora shop inside its stores,” said Angela Swanner, senior vice president for SEPHORA inside JCPenney. “Ten years and nearly 600 locations later, SEPHORA inside JCPenney has become a leading beauty destination that will continue to be a growth driver in 2016 and beyond.”

Nearly half of the 60 new Sephora inside JCPenney locations will debut on April 29, with the majority to be open by June 17, presenting an opportunity to capture greater market share before the key back-to-school and holiday shopping periods. When the Company introduces a Sephora inside JCPenney, customers respond favorably to having a best in class beauty experience available in their communities, which positively impacts the entire store’s revenue performance.

SEPHORA inside JCPenney offers a unique open-sell environment encompassing approximately 2,000-square-feet of merchandise and a SEPHORA Beauty Studio where clients can receive complimentary consultations and mini-makeovers. Shoppers are also encouraged to try, test and play with sample products as specially trained beauty consultants use a non-biased approach to recommending brands.

All SEPHORA inside JCPenney locations offer nearly 50 different prestige brands, fragrance and beauty products such as BITE Beauty, Kat Von D, Lancôme, Make Up For Ever, NARS, Kate Somerville®, Urban Decay, Dior and SEPHORA’s own private label, SEPHORA COLLECTION. SEPHORA inside JCPenney now includes Marc Jacobs® Beauty and expects to launch additional sought after brands this year.

A new flagship location will soon be situated within a newly relocated JCPenney store at Northridge Mall in Salinas, Calif. One of the largest Sephora inside JCPenney at approximately 3,000-square-feet, this spacious beauty paradise will serve more clients with a larger assortment of emerging brands, innovative merchandise displays and expanded space for service offerings when the flagship site premieres in November.

SEPHORA inside JCPenney has also grown to have a significant online presence at [jcp.com](http://jcp.com) where shoppers can explore a broader selection of brands, colors and shades that may not be immediately available in their local store. Clients will find the latest in makeup trends, learn about upcoming store events and discover popular gift ideas.

“Our 10-year collaboration with JCPenney has been an incredible partnership that has yielded both business growth and unmatched exposure in numerous markets across the United States,” said Satish Malhotra, executive vice president for SEPHORA inside JCPenney, Canada and Latin America. “We are excited to continue introducing our unique interactive concept to millions of beauty enthusiasts who are empowered to experience the beauty of SEPHORA first hand.”

For a complete list of SEPHORA inside JCPenney 2016 openings and images, please visit [jcpnewsroom.com/SephorainsideJCPenney](http://jcpnewsroom.com/SephorainsideJCPenney).

#### **JCPenney Media Relations**

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

#### **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 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).

#### **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 546 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](http://SEPHORA.com).

###