

## JCPENNEY RETURNS TO SAN BERNARDINO WITH NEW STORE AT INLAND CENTER

### Location to showcase Disney, Sephora inside JCPenney, The Salon by InStyle™ and major appliances

**PLANO, Texas – (Sept. 8, 2016)** – JCPenney is giving shoppers in San Bernardino, Calif., the opportunity to get their Penney's worth of style, quality and value in the convenience of their own backyard. The Company is opening its only all-new location for 2016 at Inland Center on Oct. 21, featuring the latest JCPenney brands and concepts in a sleek and modern store environment.

"JCPenney first opened in San Bernardino in 1916, and although we departed for a brief period, we're proud to become reacquainted with the city we first met 100 years ago," said Paul Mutshnick, JCPenney general manager. "Our team is thrilled to reward loyal customers – and surprise new shoppers – with an all-new store experience featuring an unparalleled merchandise assortment and excellent customer service."

#### **Sought-After Brands and Attractions**

The 119,000-square-foot, two level store will display bold red JCPenney logos on its exterior, drawing customers to the most engaging store environment in the Company's fleet. Easy-to-navigate aisles, vivid LED lighting and impactful graphics will highlight compelling merchandise from popular private brands such as Arizona®, Worthington®, Stafford®, and St. John's Bay®; exclusive brands such as Liz Claiborne®, Collection by Michael Strahan™, and Boutique+™; and sought-after national brands such as Nike®, Levi's® and Carter's®.

If customers are unable to find a color or size they need in store, friendly associates can quickly order an item on jcp.com. Customers can also utilize the JCPenney mobile app for Apple or Android to locate and apply coupons at the register, as well as view special promotions. Additionally, the app enables users to scan an item's barcode to access product information, read customer reviews or determine item availability online. San Bernardino shoppers can also complete their jcp.com purchases with a variety of convenient shipping and pickup options, including ship to store and same-day store pickup.

#### **The Magic of Disney**

The store will also include the [Disney shop inside JCPenney](#), offering over 300 exclusive toys, collectibles and children's apparel featuring some of Disney's most beloved characters, including Mickey Mouse, Minnie Mouse, Donald Duck and more. Customers can find an affordable selection of Disney-themed plush toys, dolls, figurine sets, sleepwear, role-play and fashion apparel for kids sizes 2-10. The Disney Collection inside JCPenney will continually be updated to reflect new merchandise from recently released animated films

#### **The Best in Beauty**

The San Bernardino store will reveal a full-service [Sephora inside JCPenney](#), the ultimate beauty destination. Located prominently within the center of the store, the 2,000-square-foot beauty paradise

offers a wide assortment of prestige cosmetics, skincare, fragrance and accessory products in an open-sell environment. Customers are encouraged to touch, smell and sample products while specially trained beauty consultants offer a non-biased approach when recommending products.

The fashion and beauty experts at InStyle have partnered with JCPenney to create a cutting-edge salon experience called [The Salon by InStyle](#), and the Inland Center store is among the first JCPenney locations to house the concept. The salon will dazzle San Bernardino customers with a modern color palette, engaging wall graphics and an extensive assortment of hair care products from Matrix®, Paul Mitchell®, Redken® and more. The Salon by InStyle stylists are trained to deliver an advanced approach to cuts, color and client service.

The San Bernardino store will also feature the Company's updated center core environment. The space offers accessories, handbags, fashion jewelry, footwear and more in a distinguished and modern setting. Contemporary mannequins and displays elevate the visual presentation of the area, enticing customers to complete their look effortlessly, all in one place.

### **A Destination for Home**

JCPenney is re-entering the major appliance business by introducing kitchen and laundry appliances to over 500 locations nationwide, including the new San Bernardino store. The Inland Center store will have over 100 models on display, showcasing refrigerators, ranges, dishwashers, washers and dryers from great brand names such as Samsung, LG and GE. Appliances will be located adjacent to other popular home categories, with select display models styled in inspiring lifestyle vignettes to help customers visualize how it could look in their homes.

Additionally, the San Bernardino JCPenney will have an extensive window coverings selection to serve customers looking to refresh their homes. A trained staff of window coverings experts will assist shoppers with a wide range of products, including a broad selection of ready-made curtains, blinds, shades and decorative hardware.

### **Energy Efficient by Design**

The San Bernardino store furthers the Company's efforts in energy conservation by being certified by the U.S. Environmental Protection Agency as "Designed to Earn the ENERGY STAR." The store will incorporate features such as:

- Energy-saving, long-lasting LED lighting throughout the store, as well as LED exterior signage.
- Occupancy sensors to automatically dim lighting in stockrooms, offices and restrooms for increased energy savings.
- A high-efficiency HVAC central plant, utilized to maximize energy conservation in both cooling and heating modes.

JCPenney has operated stores in California since 1914. The first San Bernardino JCPenney store opened in 1916 in downtown, and relocated to Central City Mall in 1973, where it operated until 2003. Inland Center JCPenney hours of operation are 10 a.m. to 9 p.m., Monday through Saturday, 11 a.m. to 8 p.m. on Sunday.

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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 customer's shopping experience is worth her 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, she 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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