

JCPENNEY CELEBRATES 40 YEARS OF LIZ CLAIBORNE® WITH THE “40 LOOKS OF LIZ CLAIBORNE” ANNIVERSARY COLLECTION

PLANO, Texas – (Sept. 12, 2016) – JCPenney [NYSE: JCP] is celebrating 40 years of the Liz Claiborne brand with [“40 Looks of Liz Claiborne,”](#) a fall collection of timeless fashion that pays homage to the legacy of an iconic brand. Exclusively available at all JCPenney locations and at [jcp.com](#), the 40 Looks of Liz features quintessential Liz Claiborne pieces that address the needs of modern, professional women looking for versatile fashion and attainable style. To complement the anniversary collection, the Company introduced **Liz Claiborne Uptown**, a new handbag and accessory assortment inspired by the designer’s affinity for animal prints. Beginning Sept. 30, dedicated Liz Claiborne gifting destinations showcasing fun and unique accessories are rolling out to all stores and will become an everyday extension of the Liz Claiborne offering.

“In 2010, JCPenney became the exclusive destination for one of the most nationally recognized apparel brands after research showed that JCPenney customers overwhelmingly preferred the Liz Claiborne brand,” said John Tighe, chief merchant for JCPenney. “We are excited to mark the 40th anniversary with a special collection of fashion, handbags and accessories that pays tribute to the legendary brand, appealing to millions of women who rely on Liz Claiborne to reflect their sense of style.”

The 40 Looks of Liz features timeless fashion inspired by 40 years of expertly coordinated collections that have impacted the way women dress for the workplace today. These designs create an endless fall wardrobe, perfect for layering or wearing separately. Notable pieces include faux leather collarless jackets and knee-length skirts; giraffe and zebra print blouses; dresses and cigarette pants. Classic feminine suit jackets, skirts and pants complete the collection. The iconic palette combines black, white, red and khaki. Sale prices range from \$24.99 to \$34.99 for skirts and jackets while blouses and pants are \$17.99 to \$27.99.

To further commemorate this milestone, JCPenney stores introduced **Liz Claiborne Uptown**, a collection of specially curated handbags, wallets, wristlets and handbag charms ranging in price from \$9 to \$45. The premiere edition of Liz Claiborne Uptown features styles in red, cream and black-and-white cheetah prints with embellishments such as bows, studs and charms to complement the 40 Looks of Liz. Later this month, the Company will debut Liz Claiborne gifting destinations in its fashion accessories areas. Merchandise will include phone charging wallets, cosmetic bags, journals, wraps and cold weather accessories.

Four Decades at Work

Liz Claiborne made its debut in 1976 when millions of women were entering the workforce. The innovative brand offered affordable and stylish work clothes in vibrant colors and versatile fabrics, which provided alternatives to male-oriented business suiting. Throughout the years, Liz Claiborne fashion gained a reputation for meeting the fashion needs of working women.

Today, Liz Claiborne is a full lifestyle brand encompassing over 30 categories including shoes, fashion jewelry, sunglasses and sleepwear, Claiborne menswear and Liz Claiborne Home.

Millions of shoppers continue to rely on its classic design aesthetic, making it one of the most sought after brands at JCPenney.

“As one of the original founding partners of Liz Claiborne, Inc., I am proud to see that JCPenney has maintained the integrity of the brand, while keeping it relevant among a new generation of shoppers,” said Jerome Chazen, chairman of Chazen Capital Partners. “Liz would be proud to know the brand has continued to endure, while still adhering to the original inspiration behind its creation.”

For a historical timeline and related images, visit http://www.jcpnewsroom.com/news-releases/2016/0912_jcpenney_celebrates_40_years_of_liz_claiborne.html and follow @jcpnews on Twitter.

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 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.

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