

## JCPENNEY UNDERSCORES COMMITMENT TO ACTIVEWEAR WITH LAUNCH OF NIKE® SHOPS

**PLANO, Texas – (Jan. 17, 2017)** – From athletes to fashion enthusiasts, activewear continues to score big with shoppers, which is why JCPenney [NYSE: JCP] and NIKE, Inc. (NYSE: NKE) have teamed up to create inspiring [Nike](#) brand shop environments in over 600 JCPenney stores. The new Nike shops boast pumped up visual elements featuring world-class athletes and crisp signage to help shoppers find the best gear for basketball, training, running and more. The shops also feature an expanded assortment of apparel and accessories from one of the world’s leading activewear brands.

“Nike is immensely popular across all categories and with the rapid rise of activewear and athletic shoes, we want to have the best expression of Nike in any department store,” said John Tighe, chief merchant for JCPenney. “JCPenney is an activewear destination, and by partnering with a perception-shifting national brand like Nike, we can deliver both the performance and athleisure products that customers want. Shoppers browsing our new Nike environments will be both inspired and motivated to take their athletic wardrobe to the next level.”

Anchored by an impressive Nike swoosh sign suspended above the shop, JCPenney has dedicated 500 sq. ft. of space to the activewear giant in a prominent location within the men’s department. Motivating graphics of athletes adorn the shop walls and updated fixtures, combined with dedicated mannequins, present the merchandise in an inspiring light. The iconic Nike logo is emblazoned throughout the shop and popular activities, including basketball, training and running, are called out with new signage to help customers shop quickly and easily. The JCPenney and Nike teams worked closely together to test various visual elements at a JCPenney store in Portland, Ore., to create the inspiring environment for the men’s department, now available in 600 locations across the country. Similar visual elements are available in select stores for women and kids.

Nike has a strong reputation for athletic innovation, and its ability to infuse sportswear with performance benefits appeals to a wide audience. The Nike shops inside JCPenney boast stylish apparel and accessories for men who are passionate about their sport. Fitness enthusiasts will find everything they need to maximize their workouts including Dri-FIT base layer pants, mesh shorts, jogger pants, moisture wicking compression tees, performance socks and breathable hoodies. The versatile selection of apparel is perfect for a casual weekend outing or a high intensity workout. In addition to performance and athleisure apparel, shoppers will also find an array of accessories, including weighted jump ropes, water bottles, workout gloves, gym socks and sweat bands.

### **Sneakers With Sole**

Nike athletic shoes for men are situated adjacent to the shop for an easy, seamless shopping experience with over 100 locations featuring enhanced visual elements consistent with the new men’s environment. With over 50 styles designed for running, training, basketball and more, JCPenney features a strong statement of the hottest Nike sneakers, including the [Tanjun](#) lifestyle shoe, to complement the versatile selection of performance and athleisure apparel. This spring, JCPenney will introduce even more technologies and streetwear styles with popular outsoles.

### **Nike Scores Big Online**

To complement the availability of extended sizes in stores, JCPenney offers shoppers more colors and size ranges of Nike products for men, women and kids at [jcp.com](#). For team enthusiasts, [The Sports Fan](#)

[Shop](#) boasts Nike brand apparel and gear in the top college, NFL, MLB and soccer teams including a [Dak Prescott Dallas Cowboys game jersey](#) for \$99.95, a [University of Southern California 2017 Rose Bowl Championship locker room t-shirt](#) for \$34.95 and a [Chicago Cubs 2016 World Series Champions hoodie](#) for \$74.95.

The Nike selection at JCPenney will be featured throughout JCPenney marketing, including weekly sales circulars, direct mail, email and social media. Nike complements a robust assortment of fitness and athleisure brands available at JCPenney, including the retailer's private brand, Xersion®, and exclusive brand, [MSX™ by Michael Strahan](#).

For images, please visit:

[http://www.jcpnewsroom.com/news-releases/2017/0117\\_jcpenney\\_launches\\_nike\\_shop.html](http://www.jcpnewsroom.com/news-releases/2017/0117_jcpenney_launches_nike_shop.html)

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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](#) 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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