

JCPENNEY ADDS VOLUME TO ITS STORES BY TRANSFORMING MORE SALONS TO THE SALON BY INSTYLE

Online Booking System Provides Salon Clients with Scheduling Convenience

Company Seeks to Attract 4,000 Seasoned Stylists with New Compensation Package

PLANO, Texas – (April 7, 2017) — JCPenney [NYSE: JCP] today announced that 50 additional salon locations are rebranding to The Salon By InStyle® this year, as the Company continues its dynamic reinvention of over 750 salons across the country. The elevated concept reveals a contemporary and cutting-edge environment that appeals to new and younger customers, while strengthening loyalty among existing clients. The Company has also rolled out online scheduling at JCPenney.com, and will be enticing nearly 4,000 skilled stylists to join its ranks by introducing an industry-leading compensation package that offers higher commissions, better schedule flexibility and greater career advancement.

“Providing customers with a compelling head-to-toe beauty solution is an important differentiator and growth strategy for JCPenney. It gives shoppers more reasons to visit a store and the personal, interactive experience inspires them to spend considerably more than the average customer,” said John Tighe, chief merchant for JCPenney. “By making the necessary investments in our salon operations and stylists, we can successfully leverage the brand recognition of InStyle to continue gaining market share and create a best-in-class shopping destination.”

These JCPenney full service salons will soon undergo renovations and debut this summer under The Salon by InStyle contemporary aesthetic. Key design elements include updated graphics, trend photography, accent lighting, modern fixtures and sleek furniture that add a level of energy and excitement. Each salon provides an array of services designed to meet the needs of its local community, including haircuts, color, signature blowouts, hair treatments, extensions and natural styling. In addition to the elevated service areas, the Salon by InStyle features a revitalized retail space for showcasing prestige salon products, tools and accessories from Matrix®, Paul Mitchell®, CHI®, Redken®, Mizani® and more.

Click, Book and Buy

As an added convenience, JCPenney has introduced online booking to JCPenney.com and the JCPenney mobile app. The new feature allows clients to view salon services by location, schedule appointments and discover the latest seasonal hair trends prior to meeting with a stylist. Clients can also shop an expansive online offering of nearly 3,000 salon products, including shampoos, conditioners, styling treatments and hair tools available for home shipping or free same-day pick up in stores. Salon products is a leading category for JCPenney.com orders picked up in a store, affirming that salon is a meaningful part of a strategic omnichannel experience that translates into increased store traffic and higher overall sales.

Attracting Shear Talent

JCPenney salon stylists are recognized throughout the industry for their expert approach to cut, color and style. To ensure the Company continues to attract the best talent, JCPenney has launched a competitive compensation program for experienced stylists with an established client base. The new initiative is designed to recruit the industry's leading stylists by offering some of the highest commissions of any salon chain. There are no booth rental fees and stylists have the flexibility of setting their own hours and pricing.

Under the new program, there are greater opportunities for advancement to positions of master stylist, artistic lead designer or salon manager. Eligible salon associates may also enjoy Company perks such as paid artistic training, full-time health benefits, paid time off and 401k eligibility.

In addition to hair stylists, JCPenney is seeking skin estheticians, nail technicians, massage therapists, salon managers and educators who possess leadership skills and an entrepreneurial spirit. The Company has over 10,000 salon associates and is hiring 4,000 more as The Salon by InStyle is introduced to more markets. Stylists may visit a local JCPenney salon or visit jpcareers.com for more information.

Beauty Unity

JCPenney is one of the only retailers that offers salon, beauty and fashion all in one store. Throughout its 10-year partnership with Sephora, JCPenney customers have access to amazing beauty brands, unbiased advice and on-trend complimentary beauty services. To create a greater synergistic shopping experience for customers, Sephora inside JCPenney has added new haircare offerings to its beauty selection. Shoppers will find brands such as Living Proof®, DryBar® and Bumble and bumble™ at local Sephora inside JCPenney locations starting this month, as well as JCPenney.com. The Salon by InStyle and Sephora inside JCPenney, combined with fashionable apparel, accessories and footwear, give customers a unique shopping experience at an exceptional value.

JCPenney Media Relations:

972-431-3400 or jcpnews@jcp.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 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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