

JCPENNEY PARTNERS WITH SEPHORA TO EXPAND BEAUTY RETAIL OFFERINGS WITH 70 NEW LOCATIONS AND 32 EXPANSIONS NATIONWIDE

SEPHORA inside JCPenney Stores Offer Same-Day Pick Up of Online Orders

Growth Spurs Expanded Assortment Online and the Hiring of Over 800 Beauty Consultants

PLANO, Texas – (April 24, 2017) – JCPenney [NYSE: JCP] and SEPHORA are making beauty accessible to even more customers across the country with the addition of 70 new SEPHORA inside JCPenney locations and 32 expansions beginning May 5. Introduced in 2006, SEPHORA inside JCPenney is an exclusive beauty destination offering a curated selection of leading makeup, fragrances, skin and haircare brands that will be available in nearly 650 JCPenney stores in 2017.

“Creating a best-in-class beauty experience in stores is one of our biggest advantages over the competition. Since establishing the first Sephora inside JCPenney over 10 years ago, beauty has become a formidable growth strategy that makes our brick and mortar stores a dynamic and inspiring place to shop,” said Marvin R. Ellison, chairman and CEO of JCPenney. “We are also taking an omnichannel approach to shopping Sephora inside JCPenney by strengthening our technology and infrastructure to reach new beauty customers through JCPenney.com. We’ve launched the ability for customers to purchase Sephora online and pick up their order at a JCPenney store the same day. This is one example of how we’re delivering on the customer’s expectations for accessibility and convenience.”

With new innovations inspiring constant demand for beauty, JCPenney has significantly expanded its SEPHORA offering to include a broader assortment of products, tools, shades, colors and fragrances available at JCPenney.com. And soon, JCPenney will also introduce a new online feature that will enable clients to book a comprehensive custom makeover with a SEPHORA beauty consultant.

SEPHORA inside JCPenney shops feature a unique open-sell environment encompassing up to 2,600 square feet of cosmetics, skincare, fragrance and beauty accessories. In addition to the 70 new locations opening over the next few months, 32 existing SEPHORA inside JCPenney shops will expand in size by nearly 50 percent to accommodate more products and client services, such as Benefit Brow Bars, which will be introduced to 25 new and existing SEPHORA inside JCPenney locations. A key component of the SEPHORA inside JCPenney experience are the beauty consultants who provide unbiased expert advice on color trends, skincare and grooming solutions. As part of the beauty expansion, the Company will hire an additional 800 consultants nationwide.

SEPHORA inside JCPenney features an expansive array of more than 50 brands including Origins®, SEPHORA Collection, Kat Von D®, Make Up For Ever®, Nars®, Urban Decay® and Kate Somerville®. Starting this spring, Clinique®, one of America’s leading cosmetic brands, as well as, Anastasia Beverly Hills, belif, Laura Mercier®, Caudalie®, Farmacy®, Fresh® and Tarte® will expand to additional SEPHORA inside JCPenney locations. SEPHORA inside JCPenney also has new haircare brands such as Dry Bar®, Living Proof® and Bumble and bumble® now available in stores. To discover which brands meet their needs, clients are encouraged to try and test product samples as specially trained beauty consultants provide recommendations.

“We are exceptionally proud of our SEPHORA inside JCPenney partnership. JCPenney is a powerhouse retailer, and we are excited to share the SEPHORA experience with even more JCPenney customers this year,” said Satish Malhotra, executive vice president and chief operating officer of Sephora Americas. “As we celebrate 10 years together, we look forward to serving more markets that we have not yet reached, inspiring our new and existing clients to learn, play and get inspired by beauty.”

JCPenney is one of the only retailers to offer a comprehensive beauty and fashion solution that addresses women’s aspirations for a pulled together head-to-toe look. To encourage cross-promotion within the store, JCPenney salons and SEPHORA inside JCPenney will support a special “Love Mom” event planned for May 6, in participating stores. The dedicated Mother’s Day event will provide complimentary skin and hair consultations, including Xpress Bar salon touch-ups.

For a complete list of SEPHORA inside JCPenney 2017 openings, expansions and images, please visit jcpnewsroom.com/SephorainsideJCPenney.

JCPenney Media Relations

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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.

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.

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