

NEW JCPENNEY DORM SHOPS PREPARE STUDENTS FOR CAMPUS LIFE

Many stores are located within 5 miles of most major colleges, offering convenient in-store pick up of dorm furnishings, including new compact refrigerators and laptops

PLANO, Texas – (June 6, 2017) – The high school class of 2017 is off to college this fall and JCPenney [NYSE: JCP] is the dorm destination of their collegiate dreams. JCPenney is launching [dorm shops](#) in 500 stores this week, featuring a curated selection of bedding, bath and décor products designed to entice recent high school graduates and their parents who are shopping early in the season for dorm room essentials. New this year, the 400-square-foot shops will now offer mini refrigerators, microwaves, portable air conditioning units, expanded storage solutions, and later this month, Packard Bell laptops. With an extended selection of dorm products available at JCPenney.com, customers have the option of shipping online orders to a JCPenney store located close to campus to make moving day easy and effortless.

“It is estimated that parents and students will spend more than \$6 billion* on dorm furnishings this summer. JCPenney is focused on driving performance and capturing a significant share of this business by expanding the breadth of our dorm offerings to include new categories, such as microwaves and compact refrigerators, conveniently available in stores and online,” said John Tighe, executive vice president and chief merchant for JCPenney. “Our seasonal dorm shops boast high-quality bedding, bath and kitchen products from our expertly-designed and quality-sourced private brands, including JCPenney Home, Home Expressions and Cooks. Customers come to us specifically for these trusted brands, allowing JCPenney to increase gross margin potential, while providing exceptional value for budget-minded shoppers.”

Ship dorm furnishings to any JCPenney store

JCPenney has brick-and-mortar stores throughout the country, with many locations just a few miles away from the country’s largest colleges and universities. This convenient store footprint allows parents to purchase dorm room essentials at JCPenney.com and have the order shipped directly to the nearest JCPenney store, reducing the need to personally pack and transport these items over long distances. If a student forgets their sheets or coffee maker at home, JCPenney just expanded its convenient same-day store pickup solution to all stores, so parents can purchase the sheets at JCPenney.com and their college student can pick up the order just a few hours later at their local JCPenney store.

“JCPenney has a sophisticated omnichannel network with a variety of convenient shipping options, which can be especially important as students head off to college. We have the benefit of leveraging our store fleet to deliver JCPenney.com orders quickly, efficiently and at a low cost to the customer, representing an opportunity to drive additional sales. These factors become especially important as new college students realize they need more towels, forget their pillow at home or want to purchase a portable a/c unit for their dorm room,” added Tighe.

Dorm done right

College-bound students are often eager to show their school pride by stocking up on their favorite team apparel and room décor from over 500 colleges available through the Sports Fan Shop at [JCPenney.com](#). In select stores, shoppers will find an assortment of collegiate gear and accessories, such as a Texas A&M University blanket, a University of Arizona logo pillow or a West Virginia University laundry hamper. To help students set up the perfect dorm room, JCPenney has created the ultimate [Dorm](#)

[Essentials Checklist](#). The checklist has all the dorm necessities listed in one place including XL twin sheets, dorm-appropriate cookware, mattress toppers, bath towels, clothes hangers, desk lamps, alarm clocks and more.

The Company has compiled a list of stores located within just a few miles of major college campuses to demonstrate the convenience of having online orders shipped to a local JCPenney store. For additional JCPenney store locations, please visit JCPenney.com and select ‘find a store.’

STATE	SCHOOL NAME	NEAREST JCPENNEY STORE	DISTANCE
AL	University of Alabama	University Mall	2 mi.
AZ	Arizona State University	Tempe Marketplace	1.4 mi.
AZ	University of Arizona	El Con Shopping Center	2.5 mi.
AR	University of Arkansas	Northwest Arkansas Mall	6.2 mi.
CA	San Diego State University	Fashion Valley Mall	7.4 mi.
CA	University of Southern California	Gage & Pacific Store	5.8 mi.
CO	Colorado State University	Fort Collins Store	2.6 mi.
FL	Florida State University	Governors Square	2.7 mi.
FL	University of Florida	Oaks Mall	3.5 mi.
FL	University of Miami	Dadeland Mall	1.7 mi.
GA	Emory University	Northlake Mall	5.7 mi.
GA	Georgia Southern University	Statesboro Mall	1.5 mi.
GA	University of Georgia	Georgia Square Mall	5.7 mi.
ID	Boise State University	Boise Town Square	4.8 mi.
IA	Iowa State University	North Grand Mall	1.6 mi.
IA	University of Iowa	Coral Ridge Mall	3.2 mi.
IL	University of Illinois	Market Place Mall	3.6 mi.
IN	Purdue University	Tippecanoe Mall	4.4 mi.
IN	University of Notre Dame	University Park Mall	2.2 mi.
KS	Kansas State University	Manhattan Town Center	1.8 mi.
KY	University of Kentucky	Fayette Mall	3 mi.
KY	University of Louisville	Jefferson Mall	7.6 mi.
KY	Western Kentucky University	Greenwood Mall	4.1 mi.
LA	Louisiana State University	Mall of Louisiana	7.4 mi.
MI	Michigan State University	Meridian Mall	2.8 mi.
MI	University of Michigan	Briarwood Mall	2.9 mi.
MO	University of Missouri	Columbia Mall	3.5 mi.
MS	Mississippi State University	Starkville Crossing	3.6 mi.
MT	University of Montana	Southgate Mall	2.2 mi.
NE	University of Nebraska	Gateway Mall	3.2 mi.
NJ	Rutgers University	Brunswick Square Mall	7.7 mi.
NM	New Mexico State University	Mesilla Valley Mall	2.9 mi.
NY	Syracuse University	Destiny USA Store	3.1 mi.

NC	North Carolina State University	North Hills Shopping Center	6.4 mi.
NC	University of North Carolina	Streets of Southpoint	7.5 mi.
NC	Wake Forest University	Hanes Mall	5 mi.
ND	University of North Dakota	Columbia Mall	2.8 mi.
OH	Ohio State University	Tuttle Crossing Mall	7.9 mi.
OK	University of Oklahoma	Sooner Fashion Mall	3.5 mi.
OR	University of Oregon	Valley River Center	3.4 mi.
SC	Clemson University	Anderson Mall	14 mi.
SC	University of South Carolina	Columbia Center Mall	10.8 mi.
TN	University of Tennessee	West Town Mall	7.3 mi.
TX	Baylor University	Richland Mall	7.1 mi.
TX	Southern Methodist University	Timber Creek Crossing	2.3 mi.
TX	Texas A&M University	Post Oak Mall	2.2 mi.
TX	Texas Christian University	Ridgmar Mall	6.8 mi.
TX	Texas Tech University	South Plains Mall	5.3 mi.
TX	University of Texas at Arlington	Parks Mall	3.6 mi.
TX	University of Texas at Austin	Barton Creek Square	9.6 mi.
UT	Brigham Young University	Provo Towne Center	2.5 mi.
VA	University of Virginia	Fashion Square	3.2 mi.
WA	University of Washington	Northgate Mall	3.4 mi.
WV	West Virginia University	Morgantown Mall	3.2 mi.
WI	University of Wisconsin	West Towne Mall	5 mi.

For a full selection of collegiate gear and accessories from JCPenney, please visit:

http://sportsfanshop.jcpenney.com/JCP_COLLEGE

For dorm product images, please visit the Dorm 2017 look book:

<http://www.jcpnewsroom.com/lookbooks-bts2017-home-dorm.html>

*National Retail Federation 2016 Back-to-College Survey

<https://nrf.com/media/press-releases/back-school-and-college-spending-reach-758-billion>

JCPenney Media Relations:

(972) 431-3400 or jcpnews@jcp.com

Follow [@jcpnews](https://twitter.com/jcpnews) on Twitter for the latest announcements and Company information.

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.

###