

## JCPENNEY BUILDS ON TOY SHOPS WITH LEGO® PARTNERSHIP

### Retailer identifies the hottest gifts on Santa's list, quadruples toy count at JCPenney.com

**PLANO, Texas – (Oct. 30, 2017)** – The countdown to Christmas is on and JCPenney [NYSE: JCP] is helping Santa check off the best gifts on his list, starting with childhood-favorite LEGO® toys. Beginning in November, JCPenney will offer LEGO building bricks and playsets in 875 toy shops inside JCPenney stores. In addition to popular sets such as **LEGO Star Wars™** and **LEGO Super Heroes**, shoppers will find a wider selection of LEGO toys at JCPenney.com starting in December.

Since launching the [toy shops](#) earlier this year, the Company has expanded its in-store assortment with the hottest gifts of the season, adding 40 percent more toys, games and plushes from leading brands such as Disney®, Hasbro®, Mattel®, Playmobil®, Fisher Price® and Melissa and Doug®. Additionally, JCPenney has quadrupled its online selection of toys since last holiday, giving shoppers a greater selection of motorized ride-on vehicles, outdoor play equipment, bicycles, learning sets and more at [JCPenney.com](#).

“By working with the best toy brands in the industry, JCPenney continues to differentiate itself from the competition, giving more families a reason to visit our stores and discover the amazing selection available at JCPenney.com,” said John Tighe, executive vice president and chief merchant for JCPenney. “The holidays are hands down the most important time of year for retailers as we compete for every dollar leading up to Christmas morning. By partnering with a toy icon like the LEGO brand, JCPenney is well-positioned to capture a greater share of revenue within the toy industry, during the busiest shopping period for gifts.”

### Stacking Up with LEGO

LEGO building has inspired children's imaginations for decades as its interlocking bricks encourage creativity, learning and development. This November, JCPenney customers will find nearly 30 different LEGO sets in stores, including **LEGO Classic** creative building boxes, **LEGO City** sets and **LEGO Friends** sets. Prices range from \$4.99 to \$69.99, including a LEGO City pizza van for \$19.99, a **LEGO Disney™** Ariel and the Magical Spell set for \$29.99 and a LEGO Friends summer pool scene for \$39.99. An expanded selection of over 100 LEGO products will be available at JCPenney.com this December as enthusiasts of all ages search for new releases and pieces to add to their collections.

### Must-Have Toys This Holiday

The toy shops inside JCPenney are packed with the must-have toys on every little one's wish list. Appealing to a variety of ages and interests, shoppers will find family board games, character toys, baby dolls, arts and crafts, collectible surprise toys, vehicles, action figures and more featured in the latest holiday mailer that boasts eight pages dedicated to toys. On Thanksgiving Day and Black Friday, shoppers will find great discounts on toys at an incredible value, so customers can add a few extra gifts to their shopping cart. In addition to LEGO sets, some of the must-have toys inside JCPenney stores this season include:

- Hatchimals Surprise
- L.O.L Surprise! and Big Surprise
- Star Wars Extendable Light Saber
- My Little Pony Styling Head
- JoJo Siwa Singing Doll
- Pie Face Sky High! Game
- NERF Mega Twinshock
- Fashionista Barbie

- Hotwheels Cars and Monster Trucks
- Teenage Mutant Ninja Turtle Action Figures
- Playmobil School Bus
- Play-Doh Drill 'N Fill

### **Even More to Discover at JCPenney.com**

JCPenney.com now boasts four times more toys than last holiday season with additional brands and categories planned throughout December. Based on customer feedback, the Company has expanded its assortment of toys for all ages, including motorized ride-on vehicles, bicycles, scooters, sporting goods, outdoor trampolines, costumes, electronic learning toys, arts and crafts, swing sets and video games. As science, technology, engineering and math tools continue to evolve in schools, JCPenney has also increased the number of toys designed to help kids combine STEM principles with interactive play. Check out some of the biggest gifts at JCPenney.com:

- [Ride-On Vehicles](#)
- [Air Hockey Tables](#)
- [Scooters](#)
- [Bicycles](#)
- [Electric Train Sets](#)
- [Video Games and Consoles](#)
- [Ice Skates and Sleds](#)
- [Swing Sets](#)
- [Sports Equipment](#)
- [Outdoor Trampolines](#)
- [Wagons](#)

For product images, please visit:

[http://www.jcpnewsroom.com/news-releases/2017/1030\\_lego\\_holiday\\_toys.html](http://www.jcpnewsroom.com/news-releases/2017/1030_lego_holiday_toys.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, combines an expansive footprint of approximately 875 stores across the United States and Puerto Rico with a powerful e-commerce site, [jcp.com](#), to connect with shoppers how, when and where they prefer to shop. At every customer touchpoint, she will get her Penney's worth of a broad assortment of products from an extensive portfolio of private, exclusive and national brands. Powering this shopping experience is the customer service and warrior spirit of over 100,000 associates across the globe, all driving toward 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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