

JCPenney Takes Big & Tall to New Heights with Shaquille O’Neal XLG

Company expands partnership with NBA Legend to launch an exclusive brand collection

PLANO, Texas – (Aug. 20, 2018) – Building on the Company’s partnership with NBA legend and television personality Shaquille “Shaq” O’Neal, JCPenney (NYSE: JCP) is unveiling an all-new, exclusive big & tall brand, Shaquille O’Neal XLG. Available in 350 stores and online at JCPenney.com on Sept. 13, the brand will feature a curated selection of men’s clothing and furnishings designed specifically with the big & tall customer in mind.

“With the launch of Shaquille O’Neal XLG, we continue to strengthen our special size business by delivering the stylish, high quality apparel and accessories our customers want at the value they seek,” said James Starke, senior vice president and head of merchandising for JCPenney. “Shaquille is a trusted and charismatic brand advocate who resonates with our core male customer, and we cannot wait to share his collection with big & tall men, giving them another compelling reason to visit JCPenney.”

Shaquille O’Neal XLG will offer over 60 unique styles of men’s suited separates, dress shirts, ties and belts in a range of sizes, all at affordable price points. Sale prices include a suit for \$199.99, sport coat for \$114.99 and dress shirt for \$32.50. Big & tall men will discover suited separates and sport coats in sizes up to 64, belts up to 4XL, and extra-long ties.

Each piece features a modern, understated design combined with a classic fit, allowing for an effortless style that easily transitions from day to night. Plus, each garment is infused with performance features including cooling technology, stretch fabrics and flex collars to ensure ultimate comfort. As always, an expanded assortment of styles, sizes and colors will be available online at JCPenney.com.

“I’ve always partnered with trusted, quality brands that have personal meaning to me, and I’m beyond excited to expand my relationship with JCPenney,” said O’Neal. “Every big guy should have the opportunity to bring the sexy like I do, and I can’t wait to help men just like me look their best with a men’s clothing collection that not only fits their frames, but fits their wallets, too.”

O’Neal began his partnership with JCPenney as the exclusive big & tall style ambassador in March of this year, showcasing his unique style and fun-loving personality throughout the Company’s big & tall marketing initiatives. JCPenney has featured O’Neal in a variety of broadcast, print, digital and social campaigns, including a broadcast spot highlighting the retailer’s big & tall assortment, an NBA draft social campaign and Father’s Day print and digital pieces, as well as other various big & tall marketing promotions.

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About JCPenney:

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation's largest apparel and home retailers, combines an expansive footprint of over 860 stores across the United States and Puerto Rico with a powerful e-commerce site, jcp.com, to deliver style and value for all hard-working American families. At every touchpoint, customers will discover stylish merchandise at incredible value from an extensive portfolio of private, exclusive and national brands. Reinforcing this shopping experience is the customer service and warrior spirit of approximately 98,000 associates across the globe, all driving toward the Company's mission to help customers find what they love for less time, money and effort. For additional information, please visit jcp.com.

About Shaquille O'Neal:

Shaquille O'Neal is a four-time NBA Champion and three-time NBA Finals MVP. The retired, 15-time NBA All-Star was named as both one of the highest ranked athletes in the NBA and most influential in sports. With a PhD in Leadership and Education, this iconic marketing and social media marvel is ranked among the "100 Most Creative People in Business" by *Fast Company Magazine*. As a celebrity, athlete, business professional and comedian, O'Neal has an enormous and devoted fan base across a variety of demographics. Visit Shaq.com; follow @Shaq on [Facebook](https://www.facebook.com/shaq), [Twitter](https://twitter.com/shaq), and [Instagram](https://www.instagram.com/shaq).

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