

JCPenney news release

JCPenney Launches Style on the Go Curbside Pickup at 50 Additional Locations

The Company continues focus on delivering engaging customer experiences

PLANO, Texas – (March 2, 2020) – JCPenney (NYSE: JCP) today announced that it will expand curbside pickup services to 50 additional locations across the U.S. JCPenney Style on the Go Curbside Pickup offers customers the option to quickly grab online orders without leaving the comfort of their car. The expansion comes after a successful pilot at the Company's Brand-Defining Store, where customers responded positively to the speed and ease of the experience.

"Style on the Go Curbside Pickup is all about our customers and how they want to shop. As we continue to put our customers at the heart of everything we do, we continue to create engaging experiences across all touchpoints," said Jim DePaul, executive vice president of stores. "Whether they're shopping online at our flagship store, jcp.com, or through our app, we're helping our customers live life their way through this convenient service."

"We continue to make shopping at our stores even more convenient as we adapt to our customers' needs so they can shop when, where, and how they want," DePaul added.

Style on the Go will be available in several markets across the U.S, including locations in California, Florida, Kentucky, Missouri, New York, Ohio, Tennessee, Texas, Washington, and West Virginia.

Style on the Go: How it Works

- **Shop.** While viewing their digital cart, customers can select Free Same Day Pickup or Ship to Store before proceeding to checkout.
- **Park.** When picking up their orders, customers pull up to a reserved parking spot.
- **Call or text.** Customers call or send a text to the number posted on the reserved parking sign and provide their parking spot number and order number.
- **And go.** A JCPenney associate will bring the order out to their car.

Style on the Go is available during local store hours at participating locations.

The Company continues to be guided by its Plan for Renewal, focusing on driving traffic, offering compelling merchandise and providing engaging customer experiences that make shopping easy.

For more information or a list of the store locations, check out our [B-roll](#) or [store location list](#).

JCPenney Corporate Communications & Public 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 retailers, combines an expansive footprint of approximately 850 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 nearly 90,000 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.

###