

## JCPenney Debuts Second Brooklyn Store

### Kings Plaza location to showcase Sephora inside JCPenney and major appliance showroom

**PLANO, Texas – (July 10, 2018)** – Capitalizing on the growth of the New York City market, JCPenney (NYSE: JCP) announced today the opening of an all-new location at Kings Plaza in Brooklyn. The store will open on Aug. 10, featuring the latest JCPenney brands and concepts in a sleek and modern store environment, delivering more style and value for all hard-working Brooklynites.

“JCPenney opened its first Brooklyn store in 2014 at Gateway Center to great fanfare, and the location has consistently been one of our top performers since it opened,” said Joe McFarland, executive vice president and chief customer officer of JCPenney. “The introduction of our second Brooklyn store at Kings Plaza underscores our commitment to growth in high-potential markets, reinforces our belief in the power of brick-and-mortar retail and speaks volumes about the vitality of this dynamic and bustling borough.”

### Sought-After Brands and Attractions

The 75,000-square-foot multi-level store displays vivid red JCPenney logos on its exterior, drawing customers to an engaging store environment. Easy-to-navigate aisles, bright LED lighting and impactful graphics will highlight compelling merchandise for the entire family from popular private brands including Arizona®, Stafford®, Xersion™ and Cooks; exclusive brands such as Collection by Michael Strahan™ and Lionel Richie Home™; and sought-after national brands such as Nike®, adidas®, Levi's® and Carter's®.

The Kings Plaza location will also unveil an extensive selection of women's apparel, all with the modern casual woman in mind. Shoppers will find the latest looks for any occasion from brands such as a.n.a.®, St. John's Bay™, Liz Claiborne®, Xersion™, Worthington™ and more, complemented by a wide range of handbags, shoes and fashion accessories from Mixit™, The Bijoux Bar and Bold Elements™. To add some sparkle, the J. C. Penney Co. Fine Jewelry Store at Kings Plaza will offer a variety of diamonds, precious gems, gold, silver and watches to complete any head-to-toe look. Brides-to-be will be dazzled by a large selection of engagement rings, wedding bands, anniversary rings and certified diamonds from the Modern Bride® collection.

### Brooklyn Never Looked More Beautiful

The Kings Plaza store will reveal a full-service Sephora inside JCPenney, the ultimate beauty destination. Located prominently within the center of the store, the 2,000-square-foot beauty paradise offers a wide assortment of prestige cosmetics, skincare, fragrance and accessory products in an open-sell environment. Customers are encouraged to touch, try and sample products with specially trained beauty consultants on-hand to offer their expertise and recommendations on today's hottest beauty products and trends.

### A Destination for Home

From bed and bath, to kitchen and dining, to home décor and more, the Kings Plaza store has everything to beautifully furnish any home. The store features an extensive window coverings selection, and a

trained staff of window coverings experts will assist shoppers with a wide range of products, including a broad selection of ready-made curtains, blinds, shades and decorative hardware. Kings Plaza customers will also discover a curated selection of kitchen and laundry appliances, showcasing refrigerators, ranges, dishwashers, washers and dryers from leading brand names such as Samsung, LG, GE and Frigidaire®.

### **A Truly Integrated Shopping Experience**

Customers utilizing the JCPenney mobile app for Apple or Android will discover a variety of convenient features that are designed to make the in-store shopping experience even easier. Shoppers using the JCPenney app in stores can scan an item's barcode to check prices, access product information, read customer reviews or look up an item's availability online or at another nearby store. Plus, a digital wallet feature allows users to safely and conveniently store their credit cards, gift cards, coupons, JCPenney Rewards and more all in one place, making it easier than ever to apply discounts and payments at the register. The Kings Plaza location will also feature a dedicated [jcp.com](http://jcp.com) customer service desk, offering services such as in-store order pickup, free same-day pickup and the ability to process online returns and exchanges.

### **Energy Efficient by Design**

The Kings Plaza store furthers the Company's efforts in energy conservation by being certified by the U.S. Environmental Protection Agency as "Designed to Earn the ENERGY STAR." The store will incorporate features such as:

- Energy-saving, long-lasting LED lighting throughout the store, as well as LED exterior signage.
- Occupancy sensors to automatically dim lighting in stockrooms, offices and restrooms for increased energy savings.
- A high-efficiency HVAC system within the store.
- Advanced controls that adjust lighting and temperatures to coincide with sales tasks, minimizing energy use.
- Water-saving plumbing fixtures that exceed code by more than 30 percent, including on-demand faucets and high-efficiency water closets.

"We've truly enjoyed serving the people of Brooklyn over the last four years, and we're ready to share our unique style and value with even more new and loyal customers," said Josh Simmons, general manager of the JCPenney Kings Plaza store. "Our entire team of associates is thrilled to welcome customers into the store and deliver an exceptional shopping experience."

JCPenney has operated stores in New York since 1922, opening its first Brooklyn store location in 2014 at Gateway Center. The opening of the new JCPenney store is part of a major redevelopment of Kings Plaza, the borough's largest shopping center. Aimed at making Kings Plaza the preferred place to shop, stroll and dine for Brooklyn's trendy shoppers, the transformation of the 1.1 million sq. ft. mall features an elevated shopping experience with new high-profile retailers and restaurants, along with significant building enhancements, including a redesigned mall entrance and addition of a new civic park. Hours of operation for the JCPenney store located at Kings Plaza are 10 a.m. to 9:30 p.m., Monday through Friday; 10 a.m. to 10 p.m. on Saturday; and, 11 a.m. to 8 p.m. on Sunday.

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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](http://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](http://jcp.com).

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