

# JCPenney news release

## JCPenney Ramps Up Black Friday Deals This Week with Early Offers and Gift Inspiration on the Hottest Merchandise

*Incredible deals continue with curated “Gift Merry” shops and live-streamed gift inspiration*

*Safety remains a top priority as deals begin earlier than ever before*

**PLANO, Texas (Nov. 18, 2020)** – JCPenney continues to offer amazing savings on incredible deals all season while rolling out New and Wow! brands and products to customers. Shoppers will find even more ways to save beginning Nov. 20 through Black Friday weekend, Nov. 25-28, with deals on a wide variety of offerings. From curated gift displays to gift-giving inspiration streamed live, JCPenney is committed to creating fun and newness with compelling merchandise and a safe and engaging shopping experience to keep customers inspired all season.

“With fresh gift ideas at every turn and deals earlier than ever, JCPenney is here to inspire customers this holiday however they choose to shop,” said Jill Soltau, chief executive officer at JCPenney. “Shoppers will notice a sense of newness and excitement in the air at Penney’s this year, and we are thrilled to do our part to make the holidays convenient, safe, and every bit as special as years past. Our expanded product offerings and partnerships with new national brands, along with the recent launch of our new Styleisure™ apparel brand, Stylus™, are sure to make the season even more memorable as customers enjoy the comforts of home and the traditions that matter most.”

### **Black Friday**

While customers are already enjoying [Black Friday deals](#) throughout November, shoppers will start seeing incredible new discounts on thousands of Black Friday items beginning Friday, Nov. 20. With convenience top of mind, customers can expect to find some of the best deals of the year now on a variety of gifts for everyone on their list on our flagship store, [jcp.com](http://jcp.com), and in stores.

Black Friday savings in every department guarantee an abundance of gift ideas, from beloved apparel brands for the whole family like Arizona Jean Co.®, St. John’s Bay®, Xersion®, and the all-new [Stylus™](#), to toys for kids big and small from Disney Collection®, Pixar™, and Discovery Toys®. Shoppers looking for sparkly savings can turn to Fine Jewelry for precious stones and giftable jewelry sets, while the JCPenney Home store offers exceptional value on gifts for the chef, homemaker, or techie from brands like Cuisinart®, Cooks JCPenney Home®, and Sharper Image®. Stuff their stocking with beauty buys from JCPenney Salon and Sephora inside JCPenney, including Paul Mitchell® and Redken®. Some of this year’s Black Friday deals include exciting offers such as:

- Up to 80 percent off fine jewelry including rings, pendants, bracelets, and earrings
- 40-50 percent off Levi’s® for the family
- 60 percent off Disney Collection®, Pixar™, and Discovery Toys®
- Up to 60 percent off Xersion® activewear for the entire family
- Up to 60 percent off family sleepwear and outerwear
- \$19.99 boots for the family
- \$16.99 denim from a.n.a a new approach®
- \$14.99 junior’s hoodies, joggers, and sweaters

- \$9.99 men's dress shirts from Stafford®
- \$9.99 men's St. John's Bay® thermals and henleys
- \$4.99 kid's Arizona Jean Co.® leggings, \$9.99 jeans, and \$14.99 puffer jackets
- 60 percent off babies' and toddlers' Okie Dokie® and Carter's® fashion separates

### All is “Gift Merry” and Bright

For those in need of fresh ideas for everyone on their list, JCPenney's “Gift Merry” themes offer a selection of curated items that make giving a breeze with all the best gifts, all in one place.

- **Gift Joy** takes a playful twist on traditions with family sleepwear, retro games, and classic cookie tins.
- **Gift Dreams** focuses on cultivating comfort and relaxation inside the home.
- **Gift Wellness** encourages keeping loved ones safe with masks, gloves, and ultraviolet sanitizers.
- **Gift Fun** blends fashion and function with unique gifts found in Penney Lane®.

Shop our live-stream! JCPenney will host “JCP Live” each Friday at 11 a.m. CST until Dec.18 on Facebook, YouTube, and on our flagship store, [jcp.com](http://jcp.com), offering shoppers unique insight on our hottest holiday items. During each segment, influencer guests join the stream to highlight exciting merchandise – like the Victrola® 3-speed vintage turntable, Home Expressions® 30-piece dinnerware, the PowerXL™ Vortex air fryer, and the Sharper Image® s'mores maker – to make gift-planning fun and hassle-free.

### Safety in Full Focus

While newness is a key theme at JCPenney this season, the focus on the health and safety of all JCPenney customers and associates remains the Company's highest priority. Store associates are successfully maintaining store capacity limits and social distancing within line queues, in addition to numerous [safety precautions](#) that have been in place for months, including requiring face coverings, diligently cleaning stores with a focus on high-touch areas, and holding back returned and tried-on merchandise from the selling floor at least overnight.

The convenience of shopping at JCPenney also remains essential, with easy checkout and pickup options available at every touchpoint, including touchless checkout options like the mobile wallet in the JCPenney app, our fully digital, “no call needed” technology-based Style on the Go! Contact-free curbside pickup service, and fast in-store pickup of online orders placed on the Company's flagship store, [jcp.com](http://jcp.com).

Holiday 2020 will be unlike any other and JCPenney is poised to provide customers with amazing deals all season long on compelling gifts and merchandise along with a safe and convenient shopping experience in stores and online.

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### About JCPenney

J. C. Penney Company, Inc. (OTCMKTS: JCPNQ), one of the nation's largest apparel and home retailers, combines an expansive footprint of stores across the United States and Puerto Rico with a powerful eCommerce 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 JCPenney 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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