

JCPENNEY SERVES UP FIRST-EVER PRODUCT LINE FROM ULTIMATE FOOD RESOURCE “EPICURIUS”

PLANO, TX -- (Feb. 10, 2015) – JCPenney announced today the launch of the first-ever product line from [Epicurious](#). Recently re-launched as the first-ever food utility, Epicurious.com offers over 26 million consumers a highly curated recipe database, informative how-to videos, product recommendations and now, its very own product line. Through a unique collaboration with Condé Nast, this new line of [Epicurious](#)® cookware is now exclusively available on [jcpenny.com](#) and will be available in approximately 600 JCPenney stores this month.

“We are thrilled that Epicurious chose JCPenney to launch their first-ever product line,” said Jan Hodges, senior vice president for home at JCPenney. “Home is an important part of our growth strategy, and partnering with Epicurious gives us the opportunity to connect our home store with millions of users who trust the experts at Epicurious.com for professionally-tested recipes and tips on entertaining family and friends.”

Designed for today’s community of passionate cooks, the Epicurious collection of cookware at JCPenney is both beautiful and practical. From braising to blanching, the Epicurious collection has a solution for every home chef with cookware that includes covered saucepans, dutch ovens, fry pans and more. Available on sale from \$159.99 to \$179.99, the aluminum non-stick, stainless steel and hard-anodized sets offer 11 pieces each and are dishwasher safe. The cast iron set features a light hand-ground, hand-cast round griddle for \$34.99 and a covered pan for \$39.99. Each piece in the Epicurious collection was designed with food enthusiasts in mind and features excellent heat retention and distribution, tempered glass lids, silicone wrapped “stay cool” handles and more.

“Epicurious is the ultimate food resource offering home cooks the very best recipes,” said Rhoda Boone, food editor for Epicurious. “Our new professional-grade cookware collection, available exclusively at JCPenney, combines style and function to offer even more help in the kitchen. With millions of consumers, Epicurious.com is a trusted food resource taking on a bold, new direction.”

For related product images, please visit <http://www.jcpnewsroom.com/posts/273/JCPENNEY-SERVES-UP-FIRST-EVER-PRODUCT-LINE-FROM-ULTIMATE-FOOD-RESOURCE-“EPICURIUS”>

JCPenney Media Relations

972-431-3400 or jcpnews@jcp.com

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About JCPenney

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation’s largest apparel and home furnishing retailers, is dedicated to fitting the diversity of America with unparalleled style, quality and value. Across approximately 1,060 stores and at [jcpenny.com](#), customers will discover a broad assortment of national, private and exclusive brands to fit all shapes, sizes, colors and wallets. For more information, please visit [jcpenny.com](#).

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