

JCPenney Announces Its Collaboration in Promoting Disney's New Live-Action Film "Cinderella"

New Disney Collection Merchandise Available at Disney Shop Inside JCPenney

PLANO, TX - (Feb. 11, 2015) - JCPenney today announced that it has introduced a special line of products to celebrate the release of Disney's "Cinderella," a live-action feature film inspired by the classic fairy tale. The retailer will also support the collaboration with a fully integrated marketing campaign that includes a dedicated commercial premiering during the Academy Awards®. Drawing inspiration from the new live-action feature film "Cinderella," JCPenney's marketing campaign will showcase how the retailer can inspire today's modern woman and make her fairy tale dream a reality.

"The Cinderella story perfectly aligns with our 'fit' promise at JCPenney. It's a story about the power of transformation, and how Cinderella found her inner confidence and self-esteem that enabled her true potential to emerge," said Deb Berman, chief marketing officer for JCPenney. "Through our collaborative efforts with Disney around the release of 'Cinderella,' we have an opportunity to generate additional awareness of our Disney shops and exclusive merchandise, as well as reinforce how JCPenney fits life's momentous occasions."

Destination for Disney

Launched in October 2013, the Disney shop inside JCPenney offers an enchanting retail destination for some of Disney's most beloved characters with an extensive collection of toys, costumes and children's apparel found only at JCPenney. The retailer plans to expand the Disney shop inside JCPenney, available in 565 stores and online at jcpenney.com, to an additional 116 stores this year.

"Appealing to children, parents and grandparents alike, as well as a diverse range of nostalgic collectors who have a strong affinity for Disney, the Disney shop inside JCPenney has become one of our most popular brands," said Lesa Nelson, senior vice president of children's at JCPenney. "We are constantly looking for ways to collaborate with Disney - a highly revered, family-friendly brand - and couldn't be more thrilled to be part of promoting the release of 'Cinderella.'"

In celebration of the upcoming movie release on March 13, JCPenney is offering a selection of "Cinderella" products available exclusively at the Disney shop inside JCPenney. The collection includes "Cinderella"-themed merchandise inspired by the original animated Disney film such as role-play dresses and accessories, as well as plush toys, dolls, figurines and a tea set. Apparel pieces include graphic tees, nightshirts, a tulle dress and more. A special deluxe ball gown costume and set of make-believe "glass" slippers reflecting Cinderella's look from the new live-action film are also available. Additionally, from Feb. 19-April 15, customers that spend \$25 or more on any Disney Collection purchase will receive a free, reusable "Cinderella" tote bag.

Bringing a Fairy Tale to Life

JCPenney will celebrate the release of "Cinderella" with a robust marketing campaign aimed at empowering women of all ages. A champion and partner on her journey through everyday life, JCPenney will demonstrate how it has the style and fashion she seeks to look and feel her best - all at a price she can feel good about.

JCPenney will premiere a 30-second "Cinderella"-inspired broadcast spot during its official retail sponsorship of the 87th Academy Awards on Feb. 22. Showcasing a fashion assortment from JCPenney, including a "Cinderella" costume from the Disney shop, the spot will show how everyday occasions can become a fairy tale moment.

Customers shopping the JCPenney store in Manhattan Mall from Feb. 12-22 will have the unique opportunity to see a display of the ball gown featured in the movie. Design students from The Fashion School at Kent State University will be invited to view the gown and showcase their creativity by submitting their design interpretation of a modern day fairy tale look. The winner of the design, chosen by a panel of judges including JCPenney style voice Nina Garcia and fashion designer Charlotte Ronson, will receive a \$5,000 scholarship and an opportunity to have their design displayed.

JCPenney will also provide deserving young women their own fairy tale experience. In addition to attending a workshop encouraging confidence, self-motivation, health and wellness and more, the teens selected will enjoy a private dining event with special guests. Additionally, they'll receive a JCPenney shopping spree and makeover and have the opportunity to attend the red carpet premiere of "Cinderella" on March 1 at the El Capitan Theatre.

The campaign will also be supported by additional social, mobile and digital elements.

For related images, video and b-roll, please visit <http://www.jcpnewsroom.com/posts/274/JCPenney-Announces-Its-Collaboration-in-Promoting-Disney%27s-New-Live-Action-Film>

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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 jcpenney.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 jcpenney.com.

About Disney's Cinderella

The story of "Cinderella" follows the fortunes of young Ella (Lily James) whose merchant father remarries following the death of her mother. Eager to support her loving father, Ella welcomes her new stepmother (Cate Blanchett) and her daughters Anastasia (Holliday

Grainger) and Drisella (Sophie McShera) into the family home. But, when Ella's father unexpectedly passes away, she finds herself at the mercy of a jealous and cruel new family. Finally relegated to nothing more than a servant girl covered in ashes, and spitefully renamed Cinderella, Ella could easily begin to lose hope. Yet, despite the cruelty inflicted upon her, Ella is determined to honor her mother's dying words and to "have courage and be kind." She will not give in to despair nor despise those who mistreat her. And then there is the dashing stranger she meets in the woods. Unaware that he is really a prince, not merely an apprentice at the Palace, Ella finally feels she has met a kindred soul. It appears her fortunes may be about to change when the Palace sends out an open invitation for all maidens to attend a ball, raising Ella's hopes of once again encountering the charming Kit (Richard Madden). Alas, her stepmother forbids her to attend and callously rips apart her dress. But, as in all good fairy tales, help is at hand, and a kindly beggar woman (Helena Bonham Carter) steps forward and - armed with a pumpkin and a few mice - changes Cinderella's life forever.

A live-action feature inspired by the classic fairy tale, "Cinderella" brings to life the timeless images from Disney's 1950 animated masterpiece as fully-realized characters in a visually-dazzling spectacle for a whole new generation.

Directed by Academy Award® nominee Kenneth Branagh ("Thor," "Hamlet") and starring Academy Award winner Cate Blanchett ("Blue Jasmine," "Elizabeth"), Lily James ("Downton Abbey"), Richard Madden ("Game of Thrones") and Academy Award nominee Helena Bonham Carter ("The King's Speech," "Alice in Wonderland"), "Cinderella" is produced by Simon Kinberg ("X-Men: Days of Future Past," "Elysium"), Allison Shearmur ("The Hunger Games: Catching Fire") and David Barron ("Harry Potter and the Deathly Hallows") with Tim Lewis ("Goldeneye") serving as executive producer. The screenplay is by Chris Weitz ("About a Boy," "The Golden Compass").

"Cinderella" will be released through Walt Disney Studios Motion Pictures on March 13, 2015.

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