

JCPENNEY EXPANDS THE MAGIC OF DISNEY WITH EXCLUSIVE NEW COLLECTION

PLANO, Texas – (Oct. 1, 2015) – JCPenney announced today a magical new line of Disney apparel for toddlers and preschoolers under the Okie Dokie® brand, available only at JCPenney. Disney apparel by Okie Dokie® is an exclusive collection of playful, mix-and-match separates featuring Disney artwork and is available on jcp.com and in all JCPenney stores starting Oct. 2. The collection debuts with apparel featuring artwork from *Frozen*, *Cinderella* and *The Good Dinosaur*, Disney·Pixar's new animated film in theaters this Thanksgiving.

“Our enchanting Disney offerings keep customers returning to JCPenney,” said Lesa Nelson, senior vice president of children's apparel at JCPenney. “Creating Disney apparel by Okie Dokie is a natural extension of our very successful collaboration with Disney, while supporting our company's strategic focus of increasing private brand penetration.”

Disney apparel by Okie Dokie features clothing for toddlers and young children in sizes 2T to 7. The assortment includes long sleeve tees, fleece hoodies, pants, leggings, dresses, tutus and more featuring characters from *The Good Dinosaur*, Elsa and Anna from *Frozen* as well as *Cinderella*. Disney apparel by Okie Dokie can be found in the children's department and will be updated each season with beloved Disney characters.

Okie Dokie first launched at JCPenney in 1988 and remains one of the company's most popular private brands for kids. Disney apparel by Okie Dokie complements the selection found at nearly 700 Disney shops inside JCPenney, offering customers over 300 exclusive toys, collectibles and children's apparel designed and sourced by Disney.

For related product images, please visit jcpnewsroom.com/news-releases/2015/1001_jcpenney_expands_the_magic_of_disney_with_exclusive_collection.html

JCPenney Media Relations

(972) 431-3400 or jcpnews@jcp.com
[@jcpnews](https://twitter.com/jcpnews)

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 1,020 stores and at jcpenny.com, customers will discover a broad assortment of national, private and exclusive brands to fit all shapes, sizes, occasions and budgets. For more information, please visit jcpenny.com.

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