

JCPENNEY REVEALS BEST CHRISTMAS GIFT IDEAS FOR 2015

Mobile App Helps Save Time and Money When Shopping Stores and Online

PLANO, Texas – (Dec. 2, 2015) – With styles so bright and gifts so right, JCPenney is where giving begins this holiday season. From the gadget gurus to the glitzy trendsetters, there's something for every personality and wish list. The Company is making shopping effortless by showcasing the best collection of holiday gifts to inspire ideas for discovering the best presents to place underneath the Christmas tree.

"Shoppers will spend the entire month of December preparing their homes for the holidays and shopping for a long list of family, friends and social activities," said John Tighe, executive vice president and chief merchant for JCPenney. "We understand the demands on her time and wallet, so JCPenney is going to make shopping convenient and fun by offering a curated selection of top Christmas gifts that help remove some of the stress and guesswork out of holiday shopping."

Whether the list is long or short, JCPenney is the one-stop-shop for discovering an array of gifts that fit every hobby, interest or passion. Below is a list of the season's must-haves that will make dashing through the store a great holiday adventure. These items are available in stores, with a broader selection on jcp.com, where customers can shop by price, recipient or holiday specials.

For the No Fear Fashionista:

Shopping for the style savvy woman is easy when choosing these trendy fashions and footwear that are sure to catch her interest. [Stylus®](#) ¾ sleeve faux-fur jacket, [a.n.a®](#) women's ankle booties, [Worthington®](#) sleeveless metallic sheath dress and [Bisou Bisou®](#) beaded neck sweater.

For the Glam It Up Girl:

Make her smile with a gift that sparkles, like a stunning infinity diamond necklace in 14K rose gold over sterling silver from the [Heart of Hallmark Collection by Hallmark Diamonds®](#), a pair of JCPenney ¼ carat weight 14k gold diamond stud earrings, [Liz Claiborne®](#) red and purple stone earrings or a JCPenney crystal-bubble watch and bracelet set. These baubles will sweep her off her feet.

For the Beauty Buff:

The latest trends in beauty make the hottest gifts and [Sephora inside JCPenney](#) has them all. [Sephora Collection](#) beautiful crush blockbuster palette, [Buxom](#) Don't Miss a Beat Full-On Lip Polish Collection and [TOCCA®](#) Eau de Parfum Wardrobe are favorites any beauty enthusiast will love.

For the Always Dapper Dude:

Special presents that make him feel like a million bucks are always in high demand. Give the gift of style with [Stafford® Signature](#) merino wool sport coats, [Conair®](#) beard mustache trimmer, [Collection by Michael Strahan](#) dress shirts and JCPenney personalized cuff links that will make him stand out in a crowd.

For the Workout Warrior:

Sticking to a New Year's resolution to get in shape can be healthy and fashionable. Fitness enthusiasts can track steps with the [Soleus Fitness](#) digital watch, while keeping muscles warm with hoodies from [Adidas®](#) and [Xersion®](#). Running shoes from [Nike®](#) complete the look. Finish the workout with a nutritious [Nutribullet®](#) smoothie.

For the Junior Game Changer:

Teenage girls will rock these gifts straight into the New Year. Requests that make the cut include [Arizona](#)® fringe totes and ankle booties, [Mixit](#)® ribbed wraps, [Decree](#)® silver-tone earrings and [Chi](#)® ceramic flat irons.

For the Fairy Tale Dreamer:

Kids want it all and JCPenney has plenty to choose from including [Star Wars](#)™ action pillows, [Disney-branded](#) plush toys, [Marvel's Spider-Man](#)® and [Marvel's Avengers](#)® fleece pajamas, as well as [Total Girl](#)® sequin tees and [Carter's](#)® musical bear soother.

For the Tech-Lovin' Techie:

Whether it's bling rhinestone headphones, [iLive](#) wireless sound bar with Bluetooth and [Zeki](#)® 8" Windows tablet or the [Sky King](#) quadrone and cyber boxing remote control robots, they will be surprised to find these toys on Christmas morning.

For the Kitchen Gadget Guru:

Reward kitchen expertise with the latest and greatest in small kitchen appliances and food prep aids. The chef of any home will appreciate the [Farberware](#)® color 16-piece knife set, the [Cake Boss](#)™ 7-piece melamine bowl set, a [KitchenAid](#)® mixer, a [Cooks](#)™ or a [Keurig](#)® K350 2.0 brewer.

For the Bundled-Up Buddy:

Cold weather gifts make everyone more comfortable while relaxing on the couch or taking a brisk walk outside. [St. John's Bay](#)® sweaters, [JCPenney Home](#)® velvet plush throws, [Liz Claiborne](#)® women's pajama sets, [Stafford](#)® men's pajamas, [SportsFanShop](#) heavyweight jerseys and [Xersion](#)® puffer vests will keep them warm and cozy all winter long.

For Stuffing the Stocking:

JCPenney [gift cards](#) combined with clever stocking stuffers such as [Disney-branded](#) figurines, [Mixit](#)™ plush socks and [jcp salon](#) haircare travel sets provide the finishing touch to every family member's stocking.

Merry Mobile Shopping

Holiday shopping is easy with the JCPenney app for iPhone and Android mobile devices. Both versions offer "[Snap 2 Shop](#)™," which leverages image recognition technology that allows users to simply snap a photo of any object to find the exact or like item on [jcp.com](#) for purchase. The JCPenney app also gives users the ability to locate the nearest JCPenney store, browse current sales events and quickly access coupons to apply at the register. In addition, customers can use the app to scan a barcode of any store item to access product information and determine its availability in various sizes and colors online or at nearby stores.

"The majority of shoppers will begin their research online before going into a store," said Michael Amend, executive vice president of omnichannel for JCPenney. "With an increasing number of customers using their mobile phones to influence where they shop and how they buy, it is important to have an app that offers the tools and services she's seeking to make her shopping quick and seamless."

For related product images and holiday shopping b-roll, please visit: [jcpnewsroom.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 1,020 stores and at jcpenney.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 jcpenney.com.

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