

**JCPENNEY TEAMS UP WITH MICHAEL STRAHAN  
FOR EXCLUSIVE NEW ACTIVE LIFESTYLE COLLECTION**

**MSX™ by Michael Strahan is the NFL superstar's second apparel line with JCPenney**

**PLANO, Texas – (May 5, 2016)** – JCPenney and Michael Strahan are teaming up once again, this time to launch MSX by Michael Strahan, an exclusive new line of active lifestyle apparel for men. Available in approximately 500 JCPenney stores and at [jcp.com](http://jcp.com) starting May 21, this is the second clothing line for Strahan at JCPenney. [Collection by Michael Strahan™](#), an exclusive line of men's tailored clothing and accessories, launched in 200 JCPenney stores [last fall](#) and is now available in 500 locations due to overwhelming customer response.

"I had a lot of fun creating my first line with JCPenney, Collection by Michael Strahan, but I realized that in addition to great tailored pieces, men also need comfortable, stylish clothes that can be worn anytime," said Strahan. "MSX by Michael Strahan is inspired by my active lifestyle and provides men trendy, yet functional pieces that can be worn everywhere – all for a great value. I'm really excited to be part of what's happening in the overall athleisure movement."

MSX by Michael Strahan features an attention to detail not typically found in men's clothing lines including no-chafe seams, auto-lock zippers, UV protection and reflective strips. From tees and polos to jogger pants and chinos, this active lifestyle brand features quick-dri, stretch technology designed to meet the high demands of the day in comfort. Working with the JCPenney design team, Strahan infused his style throughout this collection in a variety of modern colors and fabrics that speak to every man.

MSX by Michael Strahan will be featured in The Men's Store at JCPenney in its own dedicated presentation with sale prices including \$12.99 for a performance tank and \$25.99 for a knit jogger pant. The brand is also available in big and tall sizes at [jcp.com](http://jcp.com).

"Michael Strahan is a great brand partner and his first collection was so successful that it was an easy decision to create a second, more casual line together," said John Tighe, chief merchant for JCPenney. "The highly experienced design and sourcing teams at JCPenney worked closely with Michael to develop an innovative active lifestyle collection that provides men stylish, quality looks for an affordable price. Exclusive collaborations, like the one with Michael Strahan, instill newness into our stores, giving customers a dynamic shopping experience that can't be found anywhere else."

MSX by Michael Strahan is a stylish addition to a comprehensive assortment of active wear brands in The Men's Store at JCPenney including Nike®, Adidas® and JCPenney private brand, Xersion®.

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**About JCPenney:**

J. C. Penney Company, Inc. (NYSE:JCP), one of the nation's largest apparel and home furnishings retailers, is on a mission to ensure every shopping experience is worth the customer's time, money and effort. Whether shopping [jcp.com](http://jcp.com) or visiting one of over 1,000 store locations across the United States and Puerto Rico, customers will discover a broad assortment of products from a leading portfolio of private, exclusive and national brands. Supporting this value proposition is the warrior spirit of over 100,000 JCPenney associates worldwide, who are focused on the Company's three strategic priorities of strengthening private brands, becoming a world-class omnichannel retailer and increasing revenue per customer. For additional information, please visit [jcp.com](http://jcp.com).

**About Michael Strahan:**

Emmy winner and Super Bowl Champion Michael Strahan is the co-host of top-rated, nationally-syndicated entertainment talk show "LIVE with Kelly and Michael." He also serves as special co-host for leading morning program, ABC's "Good Morning America," and as an Emmy-nominated analyst for "Fox NFL Sunday." In summer 2016, Strahan will host primetime game show favorite "\$100,000 Pyramid" on ABC, produced by SMAC Entertainment in association with Sony Pictures Television.

Prior to joining the ranks of the top sports broadcasters in the country, Strahan's entire 15-year football career was typified by the charisma and sportsmanship that made him a seven-time Pro-Bowler and one of only four players ever to lead the NFL in sacks for two seasons. His spectacular NFL career resulted in Strahan being named to the 2014 Pro Football Hall of Fame class, the sport's highest honor.

Strahan led the New York Giants to a dramatic Super Bowl victory over the previously undefeated New England Patriots in 2007. In 2001, Strahan completed what is widely considered to be one of the greatest seasons ever for a defensive player, breaking the 18-year-old NFL single season sack record with 22.5 sacks. His record still stands today. The charismatic leader of the New York Giants was named the NFL's 2001 Player of the Year by Sports Illustrated and the 2001 Defensive Player of the Year by the Associated Press, making him the first New York Giant to win the award since Lawrence Taylor.

Strahan and co-host Kelly Ripa were the co-winners of the 2015 Daytime Emmy for "Outstanding Entertainment Talk Show Host." In addition, Strahan was nominated for a 2014 Sports Emmy Award in the category of "Outstanding Sports Personality – Studio Analyst."

Strahan will be voicing Teddy, a Palaeolagus rabbit native in the film "Ice Age: Collision Course" out in July.

This past Fall, Strahan released his best-selling book, "Wake Up Happy: The Dream Big, Win Big Guide to Transforming Your Life," which includes personal stories and motivational advice to inspire readers to turn up the heat and go from good to great in pursuit of their personal ambitions.

In 2015, Strahan partnered with J.C. Penney and launched *Collection* by Michael Strahan, a line of men's tailored clothing and accessories. The line offers a stylish and distinctive assortment of tailored suit separates, sport coats, dress shirts, neckwear, belts and accessories including tie clips and cuff links. This is Strahan's first apparel line and is inspired by his personal style and experiences as one of America's most recognizable athletes and media personalities.

With a natural affinity for people and an effortless ease in front of the camera, Strahan's previous hosting duties include "Pros v. Joes," which pitted amateur contestants against professional athletes in a

series of athletic feats. Strahan co-hosted the family cable show “Backyard Stadiums” on DIY Network and built outdoor recreational projects with his co-host. In addition, he participated in the kid-friendly show “Giants on Deck” and the YES Network show “Sack and Renovate,” in which he led a guided tour inside his 100-year-old home. Strahan also tackled the world of scripted network primetime television as the star of “Brothers,” a 30-minute sitcom on Fox from Sony Pictures Television. In summer 2015, Strahan made a cameo appearance in the hit film “Magic Mike XXL.”

Dedicated to many charitable works, Strahan donates his hands and heart to numerous charities including St. Jude Children’s hospital, The USO and Cedar Sinai’s Sports Spectacular.

Strahan was a vocal and visible leader among the athletic community in the aftermath of the World Trade Center tragedy. As the player representative for the Giants, Strahan led the charge in calling for the league to cancel its games following the event.

Born in Houston, Texas, Strahan spent most of his youth in Germany, where his father Gene was stationed in the U.S. Army. Strahan returned to the U.S. for a portion of high school and soon was recruited to play football at Texas Southern University. As a senior at Texas Southern, Strahan was selected first team All-America by the Associated Press when he recorded a school-record 19 sacks and 62 tackles, 32 of which cost opposing teams 142 yards in combined losses.

Now partnered with longtime friend Constance Schwartz to form SMAC Entertainment, Strahan brings his skills, determination, leadership, experience and humor to the multi-dimensional talent management, branding, and production company. In addition to representing dynamic and globally recognized talent, SMAC Entertainment produces strong and diversified content, and has a multitude of projects setup with primetime cable and broadcast networks, including HBO, AMC, ABC, E!, USA Network, A&E and FYI, as well as Amazon’s streaming video service. In 2015, the company produced the highly rated and critically acclaimed Nickelodeon Kids’ Choice Sports Awards for the second year in a row. In addition, the SMAC team produced the innovative HBO documentary series “State of Play: Happiness,” which explores athletes’ retirement transition in relation to larger society. Their latest project, “Play It Forward,” a documentary about famed football tight end Tony Gonzales and his brother, premiered as the opener of the 2015 Tribeca/ESPN Sports Film Festival and was acquired by Showtime.

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