

**JCPENNEY INTRODUCES HIGH-END ASSORTMENT OF COOKS SIGNATURE™
COOKWARE & KITCHEN ELECTRICS FOR THE HOME CHEF**

PLANO, Texas – (Sept. 20, 2016) – JCPenney [NYSE: JCP] is turning up the heat in the kitchen with an elevated assortment of cookware, cutlery and small kitchen electrics from [Cooks Signature](#), which offers everyday home chefs premium, high-quality kitchen products at a great value. The collection launches with durable cookware sets and frying pans available now in 600 stores and at [jcp.com](#), with a broader assortment of products available in stores this October.

“JCPenney has built a reputation for designing, developing and sourcing some of the best private brands in the industry and Cooks Signature is no exception,” said John Tighe, chief merchant for JCPenney. “Home is an important growth category and the addition of Cooks Signature to our JCPenney Home™ portfolio enables us to appeal to a wide customer base seeking quality design and construction at an attainable price.”

The collection offers 11-piece and 14-piece cookware sets that are built with a hard-anodized aluminum body that distributes heat evenly, making it twice as strong as stainless steel. Each piece is also triple coated with Matrix® nonstick coating offering superior food release and easy cleaning. The 11-piece cookware set, available on sale for \$179.99, includes two professional grade frying pans, one sauté pan, two saucepans, tempered glass lids, a stock pot and steamer insert. For \$199.99 on sale, the 14-piece set is ideal for larger families and features an added pasta insert, fry pan and saucepan with lid. Shoppers can complete their culinary endeavors with a nonstick grill pan, a two-piece durable nonstick frying pan set, a four-quart ergonomic sauté pan and a five-quart soup pot. All Cooks Signature cookware is dishwasher safe and designed to withstand the rigorous demands of the everyday kitchen.

In time for family feasts and holiday entertaining, Cooks Signature will serve up an assortment of small kitchen electrics in stores on October 18, featuring an eight-quart programmable slow cooker, stainless steel toaster, 14-cup programmable coffee maker, six-slice convection oven and a 15-piece high-performance knife set with storage block and built-in knife sharpener. Cooks Signature complements the Cooks line of affordable kitchen basics that includes cutlery, utensils, cookware, bakeware and small kitchen electrics.

Cooks has earned the respect of JCPenney shoppers since its inception in 2005. Over the past decade, 135 products have earned the prestigious Good Housekeeping Seal by the Good Housekeeping Research Institute, which evaluates safety requirements and quality standards before granting their approval. Additionally, over 60 Cooks products currently boast an average customer rating of four to five stars on [jcp.com](#).

Cooks Signature is featured in the [Home Fall/Winter Style Book 2016](#), which is available to view at [jcp.com](#).

For product images, please visit:

<http://www.jcpnewsroom.com/news-releases/2016/0920-introduces-high-quality-cookware-and-kitchen-electrics.html>

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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 customer's shopping experience is worth her time, money and effort. Whether shopping jcp.com or visiting one of over 1,000 store locations across the United States and Puerto Rico, she 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.

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