

JCPENNEY.COM DELIVERS A WONDERLAND OF UNEXPECTED GIFTS

Company Reveals Unique Online Gift Ideas Worth Every Penny

PLANO, Texas – (Nov. 30, 2016) — This Christmas, shoppers will discover a wonderland of gifts at JCPenney.com that will make online shopping worth their time, money and effort. As one of America’s favorite e-commerce sites, JCPenney [NYSE: JCP] now features over 40 percent more online toys, apparel and home merchandise, along with exciting new product categories not found in stores. Backed by some of the most convenient shipping and pick-up options in the industry, the Company now offers free same-day pick up in over 1,000 JCPenney stores nationwide and most orders can be shipped to any JCPenney store in the country.

“To remain competitive and give more reasons for the shopper to choose JCPenney this holiday season, we’ve expanded the depth and breadth of our online assortment, which now has twice the selection of our largest JCPenney store,” said Mike Amend, executive vice president of omnichannel for JCPenney. “We’ve also introduced new product categories this year such as appliances, electronics, sporting goods, outdoor gear and more, while showcasing the strength of our most popular apparel and home brands, such as St. John’s Bay, Liz Claiborne, Stafford and Cooks that can only be found at JCPenney.”

UNIQUE GIFTS WORTH ORDERING

This holiday season, the Company has added more than 150,000 new items to its already expansive array of online merchandise. New categories include appliances, electronics, fitness equipment and pet care products. Additionally, customers will discover premium items such as flat-screen LED televisions, video games from Xbox®, PlayStation® and Nintendo® DS™, a harmonious assortment of musical instruments and kids’ toys, including trampolines and electric ride-on cars.

For shoppers seeking extraordinary gifts that stand out from the rest, JCPenney has added distinct gifts like the [Melissa & Doug® license plate travel game](#), a [dog treat launcher](#) and [inflatable six-pack abs](#) as a way to spread cheer for under \$20. Gifts including remote control [cyber boxing robots](#), a [desktop drum set](#) and a [Okuma ignite spinning reel](#) are under \$50, while a pair of [Chicago Cubs wedge shoes](#) and a [Paw Patrol® tricycle](#) make fun presents for less than \$100. There is also a [Razor® MX650 motocross bike](#) and a [red barn chicken coop](#) that are among the extravagant items highlighted on JCPenney.com.

AN APP WORTH DOWNLOADING

Smartphone users are encouraged to download the newly redesigned JCPenney mobile app to make time spent on holiday shopping even more efficient. With the JCPenney mobile app, customers can make a payment on their JCPenney credit card, find the best money-saving deals or locate a nearby store to determine the availability of a particular item’s size and color. The mobile app enables shoppers to apply digital coupons online or in store and access their JCPenney Rewards. It also has an intuitive “Snap2Shop” function that leverages image recognition technology by snapping a photo of any object or image to find the exact or like item on JCPenney.com. In addition to shopping, app users can opt-in to receive mobile alerts and be

among the first to know about the Company's latest holiday sales and promotions.

SHIPPING DATES WORTH NOTING

Among the many incentives to shop JCPenney.com, the Company will once again participate in National Free Shipping Day on Dec. 16 with no minimum order requirement. All other dates through Dec. 22, JCPenney will offer free standard shipping on orders of \$49 or more. To ensure that gifts arrive by Christmas Eve, JCPenney is offering a variety of seasonal shipping options with the following deadlines:

- Online orders for in-store pickup should be placed by **Dec. 16**.
- Orders using standard shipping of 3 to 5 business days must be made by **Dec. 19**.
- Express two-day shipping on orders must be placed by **Dec. 20**.
- Free next-day air shipping for orders over \$49 placed by **Dec. 21** at noon CST.
- Next-day air shipping for \$10 on orders over \$49 placed by **Dec. 22** at noon CST.

To view a curated selection of unique gift ideas available at JCPenney.com, please visit:

http://www.jcpnewsroom.com/news-releases/2016/1130_jcp_com_delivers_wonderland_of_gifts.html

JCPenney Media Relations

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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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