

**JCPENNEY LAUNCHES FRANK + LULU®  
FEATURING DREAMY NEW HOME COLLECTIONS FOR KIDS**

**PLANO, Texas – (Aug. 22, 2017)** – JCPenney [NYSE: JCP] is spreading the enjoyment of afternoon naptimes and playing make-believe with the launch of Frank + Lulu, a whimsical new brand of bedding and decor for kids. Featuring bright colors and fun prints, shoppers will find various collections within the brand designed to mix-and-match elements to create a youthful design aesthetic. From bedding and sheets to decorative pillows and rugs, parents can create a stylish, inspirational kid’s room to spark imagination and a blissful night’s sleep. Available exclusively at JCPenney, Frank + Lulu is available at [jcpenney.com](http://jcpenney.com) and will launch in over 200 stores beginning Sept. 1, with plans to introduce additional collections to more stores this fall.

“Children’s bedrooms should be full of imagination and a place where kids can laugh, play, grow and discover. The colorful, inspiring collections from Frank + Lulu give kids the bedroom of their dreams at a price that parents can afford,” said Tony Hurst, senior vice president of home at JCPenney. “By adding Frank + Lulu to our powerful portfolio of exclusive brands, we are filling a void in our assortment that directly targets the young mom who often looks to social media for style tips on designing a modern kids’ room that captures the creative spirit of her little ones.”

Encouraging children to dream big and giggle daily, spunky kiddos will gravitate to this playful line, featuring donut, flamingo and surf-inspired sheets, animal throw pillows, fluffy bean bag chairs, geometric wall accents, fur rugs and gold pom pom-adorned storage cubes. Parents will appreciate the versatility of these fun, functional pieces as they create a unique space for their children to bond with family and friends for years to come.

Frank + Lulu will be available within the JCPenney home department in a dedicated environment inspiring shoppers with bedding displays complete with funky décor and accessories. Updated seasonally, the brand will add decorative accents, wall art, lighting and stuffed bookends later this fall. Original prices range from \$39 for a twin sheet set to \$99 for a full-size comforter set.

For product images of the new Frank + Lulu home collection for kids, please visit:  
[http://www.jcpnewsroom.com/news-releases/2017/0829\\_launches\\_frank\\_and\\_lulu.html](http://www.jcpnewsroom.com/news-releases/2017/0829_launches_frank_and_lulu.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, combines an expansive footprint of approximately 875 stores across the United States and Puerto Rico with a powerful e-commerce site, [jcp.com](http://jcp.com), to connect with shoppers how, when and where they prefer to shop. At every customer touchpoint, she will get her Penney’s worth of a broad assortment of products from an extensive portfolio of private, exclusive and national brands. Powering this shopping experience is the customer service and warrior spirit of over 100,000 associates across the globe, all driving toward 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).

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