

JCPenney Strikes a Chord with Exclusive Lionel Richie Home™ Collection

Retailer expands soft home assortment with new bedding and bath line designed by Richie

PLANO, Texas – (April 30, 2018) – JCPenney [NYSE: JCP] is greeting musical legend, Lionel Richie, with a warm “Hello” as the retailer announces an exclusive home collection designed by the Grammy® award winner. Available now at JCPenney.com and in select stores this fall, Lionel Richie Home features simple, classic designs with a modern twist inspired by Richie’s travels and his own design aesthetic. Richie’s namesake brand includes comforters, quilts, sheets, decorative pillows and bath towels designed to coordinate with the retailer’s existing JCPenney Home® brand so customers can mix and match products from each collection to create a personal oasis at home.

As a singer-songwriter, record producer and international superstar, Richie is a renowned icon in the music industry. Known for mega-hits such as “Hello,” “Endless Love,” “Lady,” “All Night Long,” “Penny Lover” and more, Richie has sold more than 100 million albums worldwide, winning an Oscar®, Golden Globe® and four Grammy Awards over the course of his career. Richie is also a judge this season on the singing competition television series, “American Idol,” on ABC.

“It was an easy decision to bring Lionel Richie’s first-ever home collection to JCPenney. He is known for his polished, effortless style and he’s translated this appeal into a beautiful line of bedding and bath products that will resonate with the JCPenney customer – many of whom are Lionel Richie fans already,” said Katheryn Burchett, senior vice president of merchandising. “By expanding our soft home assortment and working with new brand partners, JCPenney continues to focus on being a leading destination for updating your home, and enticing new shoppers to discover the style and quality found in our compelling selection.”

Richie played an integral role in the design and development of the entire brand, infusing his style and passion for the home into each piece. The Lionel Richie Home collection features simple, elegant designs in a rich color palette including a black three-piece comforter set with gold accents, a classic dark blue three-piece coverlet set, coordinating sheet sets and embroidered towels, to name a few. Sale prices include \$129.99 for a queen comforter set, \$39.99 for two decorative pillows and \$24.99 for two Euro shams.

“Because so much of my career has been spent on the road, home is truly a retreat for me. It’s a place where I can relax and spend time with my family and friends,” said Richie. “I am passionate about bringing my experiences at some of the world’s finest hotels into the fabric and design of my curated home collection so that JCPenney customers can make their home a tranquil, luxurious escape, without spending a fortune.”

Lionel Richie Home is designed to coordinate with the bedding, bath and window products available from JCPenney Home, one of the Company’s most popular private brands known for stylish, high-quality home goods at a great value. Shoppers will find the two brands merchandised together in one shop this September so customers can easily create a refined, yet relaxing, home environment.

To download the news release and access product images, please visit:

https://www.jcpnewsroom.com/news-releases/2018/0430_lionel_richie_home_launch.html

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About JCPenney:

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation's largest apparel and home retailers, combines an expansive footprint of over 870 stores across the United States and Puerto Rico with a powerful e-commerce site, jcp.com, to deliver style and value for all hard-working American families. At every touchpoint, customers will discover stylish merchandise at incredible value from an extensive portfolio of private, exclusive and national brands. Reinforcing this shopping experience is the customer service and warrior spirit of approximately 98,000 associates across the globe, all driving toward the Company's mission to help customers find what they love for less time, money and effort. For additional information, please visit jcp.com.

About Lionel Richie:

International superstar Lionel Richie has a discography of albums and singles that are second to none. His music is part of the fabric of pop music; in fact, Richie is one of only two songwriters in history to achieve the honor of having #1 records for nine consecutive years. With more than 100 million albums sold worldwide, an Oscar®, a Golden Globe®, four Grammy Awards®, the distinction of MusicCares person of the year in 2016, and Kennedy Center Honoree in 2017. In March 2018, Richie put his handprints and footprints in cement at the TCL Chinese Theatre IMAX in Hollywood, one of the oldest awards in Hollywood. The Tuskegee, Alabama native is a true music icon. Lionel Richie is known for his mega-hits such as "Endless Love," "Lady," "Truly," "All Night Long," "Penny Lover," "Stuck on You," "Hello," "Say You, Say Me," "Dancing on the Ceiling," and one of the most important pop songs in history, "We Are the World," written with Michael Jackson for USA for Africa. His song catalog also includes his early work with The Commodores, where he developed a groundbreaking style that defied genre categories, penning smashes such as "Three Times a Lady," "Still," and "Easy." Richie is a judge on ABC's American Idol this season. He launched his Las Vegas headlining residency show, Lionel Richie—All the Hits, at The AXIS at Planet Hollywood Resort & Casino in April 2016. In an unforgettable evening featuring his brightest and best anthems which have defined the music icon's unparalleled career, Richie takes his fans on a spectacular musical journey, performing a variety of his seminal hits. With his most recent All the Hits, All Night Long Tour, Richie sold out arenas worldwide with a set list of his brightest and best anthems. In recent years, he also headlined festivals including Bonnaroo, Outside Lands, and Glastonbury, drawing the festival's biggest crowd ever with more than 200,000 attendees.

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