



Brands Fact Sheet

2010

To create customer loyalty and build an emotional connection with our customers, JCPenney is committed to developing and carrying the most desired brands in retail. We strive to continually enhance our assortments to ensure that we offer styles that inspire and reflect the lifestyles of our customers. You can find more information by visiting www.jcpennybrands.com

Power Brands:

- **Ambrielle™** – Created for the modern woman, Ambrielle debuted in 2007 as the centerpiece of JCPenney’s redesigned lingerie department. Blending fashion with exceptional hidden comfort and support, the combination of premium attributes including luxurious fabrics designed for lasting wear and innovative comfort features, such as the brand’s seamless, tag-free construction, make Ambrielle a superior intimate apparel choice. Ambrielle, ““a sensual indulgence for every body,” was developed in response to customer research that identified an opportunity to create a sensual – rather than an overtly sexy – brand. Specifically, our customers told us they wanted a brand focused on self indulgence, innovation, quality and fit...all at a smart price. Ambrielle features three sub-brands: Essentials (Understated while providing natural support and a comfortable fit); Smooth Revolution (Offers innovative modern comfort with ultra-soft fabrics that provide smooth and seamless support); and Mystique (Features indulgent, luxurious comfort with body enhancement).
- **a.n.a™** – Launched in 2006, a.n.a™ represents “a new approach” to women’s casual fashion, delivering a complete modern wardrobe of related fashion separates, all affordably priced for the fashion-conscious woman. Developed in response to consumer research, customers told us they were looking for a brand that would offer a younger look and feel, yet still age appropriate. They said they desired a brand that offered a fun, relaxed style, but was form-fitting and fashionable. From these studies emerged a.n.a, which was conceived, designed, manufactured and launched – in all stores and in all sizes, in the shortest cycle time for a private brand in the Company’s history, Received positively by customers, a.n.a, the brand generated more than \$300 million in sales in 2006.
- **cooks** – Created for our traditional lifestyle customer, cooks by the JCPenney Home Collection brand offers the cooking enthusiast functionality, style and quality at a smart price. Launched in 2005, the collection features an array of product categories from cookware, cutlery and bakeware to tabletop and small kitchen appliances. cooks products are perfect for enjoying family dinners, dinners for two or entertaining at home.
- **Decree™** – Decree offers sophisticated apparel, accessories and footwear aimed at teens and young adults. Premium denim driven, the all-American inspired brand delivers on-trend, relevant and authentic styles with superior quality and fit all at a smart price.
- **J. Ferrar®** – J. Ferrar is designed to allow the modern, independent man the freedom to express his style at work, on the weekends or going out. Featuring sportswear, tailored clothing, furnishings, accessories and shoes – as well as Big & Tall sizing – this affordable, collection delivers relevant styles with a closer, modern fit, providing men versatile, “24/7” wardrobe options and solutions.

- **Linden Street™** – Offering all the comforts of home, Linden Street is a neo-traditional brand that includes contemporary interpretations of classic design, providing a casual, comfortable and inviting style with today's young families in mind. Built on standard pieces that can be personalized and updated throughout the seasons and years, Linden Street's décor provides a lived-in, relaxed look, transforming homes into a cozy retreat. The collection balances both masculine and feminine attributes and is perfect for entertaining friends and family without formality. Additionally, features built into the furniture such as hidden storage, electrical outlets and charging strips -- for PDAs, iPods and more -- add functionality to the collection – an aspect that is increasingly sought after by today's consumers. Linden Street provides a complete line of bedding, bath, window coverings, area rugs, lighting and decorative accessories, along with furniture for all the rooms of the house.
- **Okie Dokie™** – With a focus on comfort, fashion and ease, Okie Dokie is one of today's leading children's brands. Created for the traditional lifestyle customer, the "pieces that play well together" brand features apparel with bright, cheerful colors and graphic art with mix and match styling to create multiple outfits for everyday playwear. Okie Dokie includes newborn, infant and toddler playwear separates, along with sleepwear, swimwear, outerwear, dresses, underwear, socks and accessories – providing an extensive collection of stylish, high-quality children's apparel at a smart price.
- **St. John's Bay®** – St. John's Bay® captures the essence of relaxed living with American style. Since its launch in 1984, the traditional lifestyle brand of men's and women's casual sportswear, active wear, swimwear, outerwear and footwear has continued to deliver quality-tested performance and style at a remarkable value.
- **Stafford®** – Innovation and performance are hallmarks of the traditional Stafford® brand – in fact, more men wear Stafford suits than any other suit brand in America. Launched in 1981, Stafford is widely recognized for quality and value in men's tailored clothing and accessories, offering men a simple and elegant suit perfect for every day office wear. The brand was expanded in 2006 with the launch of Stafford® Executive, which offers customers the highest level of luxury and craftsmanship. Creating a polished image of confidence, sophistication and refinement, all at a smart price, Stafford® Executive is perfect for a wedding, job interview, or night on the town.
- **Studio by The JCPenney Home Collection** – Featuring a relaxed, modern style, Studio provides bedding, bath, window treatments, lamps, rugs and furniture styled for today's modern customer. Emphasizing quality, uncomplicated design, function and style, the brand offers an array of casual furnishings to create a comfortable home.
- **The Original Arizona Jean Company®** – Since 1984, The Original Arizona Jean Company® has been dressing young, hip, fashion-aware kids and teens with its complete line of on-trend apparel, accessories and footwear. As the featured private brand in JCPenney's young men's, junior's and children's departments, Arizona is one of America's largest brands and a key reason why JCPenney is the No. 1 department store destination for teens.
- **Worthington®** – Launched in 1985, Worthington®, JCPenney's modern private brand for women's career apparel, footwear and accessories, represents a beautiful partnering of professional, practical ...and pretty. Quality and performance details like stretch and easy-care fabrics, combined with updated style and a broad assortment of sizes, have made Worthington one of the nation's top 10 brands in women's apparel.

Concepts:

- **American Living** – Created by Polo Ralph Lauren's Global Brand Concepts division, this updated classic lifestyle brand launched exclusively at JCPenney in spring 2008. Offering inspiring style with great quality at smart prices, American Living is the largest brand launch in JCPenney history, crossing all merchandise categories with a full range of merchandise for women, men and children, as well as accessories and home furnishings.

- **Sephora** – Customers can find Sephora shops located conveniently inside a number of JCPenney department stores. The “store-within-a-store” joint initiative allows JCPenney to provide relevant merchandise to its broad customer base, while providing Sephora an opportunity to dramatically increase its retail presence. The shops carry top brands in makeup, skincare, fragrance and accessory products, feature a signature Sephora look, and are staffed with product consultants trained under the “Science of Sephora” education program. Sephora products can also be found online at jcp.com.

Destination Brands:

- **Private:**

- **Artesia™** – Created for customers with a passion for exploring the world, Artesia is a global eclectic brand of home furnishings and accessories. The *Artesia* customer desires a home that is a reflection of their life, filled with objects that provide inspiration and comfort and serve as mementos of their life’s journey. The brand’s eye-catching, artisan designs and details – such as geometric tile motifs, mosaic prints, and beaded and metallic embellishments – add accents to the home that celebrate a customer’s unique personal style and heritage. With its unexpected combination of old world design and modern overlay, *Artesia* turns homes into vibrant, exotic retreats.
- **Article 365** – Article 365 provides men modern, yet classic pieces for a casual, laid-back, lived-in look. Offering a fitted styling, items throughout the collection feature signature details and distressed and washed finishes in premium, comfortable and soft fabrics.
- **Cabin Creek®** – The Cabin Creek collection features an assortment of women’s apparel and footwear for the conservative lifestyle customer, with stretch, pull-on, comfort-waist and wrinkle-free options providing both comfort and style.
- **Chris Madden®** – The Chris Madden home collection demonstrates JCPenney’s continuing commitment to delivering affordable, trend-right style with remarkable quality for customers. “Turning home into haven,” Chris Madden partnered with JCPenney in 2004 to create a complete line of home furnishings designed to make it easy for everyone to decorate their homes fashionably and affordably. In 2006, the collection was expanded with the luxurious Chris Madden Hotel Collection. Customers can also find decorating ideas, tips and expert advice from Chris Madden on jcp.com.
- **City Streets** – City Streets is a Juniors apparel, footwear and accessories brand for today’s fashion-forward teen. Inspired by elements of music, runway fashion, art and pop-culture, City Streets offers teens the latest fashion trends with edgy, confident styles that transition from school to going out.
- **east 5th®** – Offering women timeless style that provides versatile head-to-toe wardrobe solutions, east 5th commands success. The traditional wardrobe features polished, put-together, professional looks exuding confidence and elegance, with dependable quality and fit for all sizes.
- **Flirtitude™** – Flirtitude is a modern, casual lingerie collection that is fun, energetic and young at heart. Aimed at the 18- to 34-year-old customer, Flirtitude is available in coordinated bra and panty sets, as well as loungewear, and offers expressive, flirty styles that convey a sense of casual comfort and confidence.
- **Irreverant** – Providing high-quality, contemporary style for today’s young adult male, Irreverant mixes semi-tailored and casual pieces to create an edgy, bohemian flare – all at an affordable price. Items throughout the collection – including tees, thermals, wovens and outer layering pieces – incorporate graphic elements and embellishments, working back to a strong denim base.
- **Island Shores** – Island Shores is a casual collection of island-inspired apparel for men seeking comfortable yet stylish, high-quality tropical wear at affordable prices. Featuring light sweaters, t-shirts and swimwear with solid and bold, tropical prints, the traditional lifestyle collection offers a relaxed and comfortable fit with soft, easy care, natural fabrics.

- **Liz Baker®** – Incorporating easy-care blends in simple pastels, solids and stripes, the Liz Baker collection includes a complete women's wardrobe of classic tops, bottoms, outerwear, dresses, suits, shoes and accessories for our conservative lifestyle customer.
 - **Strictly Comfort™** – With cushioned insoles and expanded widths including wide and medium sizes, the Strictly Comfort collection provides our conservative lifestyle customers durable, long lasting footwear in a variety of styles for men and women.
 - **Towncraft®** – From shirts, pants and jackets to pajamas and accessories, Towncraft's range of conservative men's apparel features practical, every day pieces designed to hold their shape wear after wear.
 - **JCP Home Collection** – The JCP Home Collection provides an array of home furnishings for every room of the house including housewares, furniture, bed and bath items, window coverings and accessories. Whether redecorating a room or simply buying a new replacement for the home, the conservative lifestyle collection offers customers quality design, function, color, style and innovation, all at a smart price. Made with pure Brazilian cotton for a richer, more luxurious feel, the collection boasts America's most popular towel brand.
 - **Underscore®** – Underscore provides our conservative woman customer a line of functional bras, panties and shapewear that offer comfort, maximum support and coverage in easy care, dependable and stylish fabrics, all at smart prices.
 - **Xersion™** –The centerpiece brand of JCPenney's active wear department, Xersion spans apparel, footwear and accessories providing the modern lifestyle customer a performance wear collection that delivers style and quality at a smart price. Designed with action and motion in mind for active men and women, each Xersion item includes various features to make workouts more comfortable and effective.
- **Exclusive:**
 - **Bisou Bisou®** – Created by fashion designer Michele Bohbot, Bisou Bisou® was launched in 2003 to provide women a complete wardrobe of the latest and most hip runway interpretations. The Bisou Bisou customer is a trend leader, and Michelle's designs offer style, fabrication and details that allow the trendy customer to explore and mix different fashion elements to their own distinctive style.
 - **Cindy Crawford Style®** – Cindy Crawford Style is a new brand of home furnishings and accessories by renowned fashion and style expert Cindy Crawford. Customers can look to Crawford's collection for inspiration and style expertise to create a beautiful home that reflects their personality and lifestyle – all at an affordable price. Providing a clean, fresh approach to traditional style with beautiful designs and stylish accents, the collection features bedding, window coverings, bath, decorative accessories, table top, area rugs, lighting, wall décor and furniture.
 - **CONCEPTS by Claiborne®** – Launched in 2007, CONCEPTS by Claiborne® is a line developed by Liz Claiborne exclusively for JCPenney. The collection pairs fashion basics with complementary updated separates, offering stylish looks for today's modern male customer. CONCEPTS by Claiborne features casual sportswear as well as a collection of suits, suit separates, dress pants, dress shirts, neckwear, belts and outerwear.
 - **JOE Joseph Abboud ®** -- Catering to men seeking designer casual, business casual and dressy attire at affordable prices, JOE Joseph Abboud was created exclusively for the JCPenney customer by JA Apparel Corp., owners of global lifestyle brand Joseph Abboud.
 - **Liz & Co.™** – Liz & Co.™ is a classic collection from Liz Claiborne featuring a range of casual, versatile sportswear, along with handbags, fashion jewelry and accessories. Also,

launched in 2007, the exclusive collection provides women fashionable pieces that offer a seamless transition from the office to play.

- **nicole by Nicole Miller®** – nicole by Nicole Miller® is a dressy casual collection designed for the modern woman's multifaceted lifestyles. Launched in 2005, the brand reflects Nicole Miller's interpretation of classic American style with her signature feminine, flirty and fun touches. The pieces – lightweight city coats, jackets, skirts, pants, crop pants, knit tops, sweaters and dresses – work together to create a versatile wardrobe that moves easily from the office to weekends to an evening out. The brand was expanded in 2006 with the launch of the nicole by Nicole Miller Platinum collection, which offers a line of sophisticated special occasion dresses, and also in 2007, with the launch of nicole by Nicole Miller Intimates, an intimate apparel collection.
- **Olsenboye** – Olsenboye is an exclusive Juniors brand created by Dualstar Entertainment Group founders and designers Mary-Kate Olsen and Ashley Olsen. Inspired by teen trends from cities around the world, each travel-themed collection of *Olsenboye* will highlight different cities, providing the Juniors customer constant merchandise changes with fun, spirited and edgy styles featuring a wholesome feel. The casual sportswear and accessories brand – which includes denim, bottoms, tops, dresses, skirts, shorts, jackets, handbags and shoes – can be mixed together to create an array of unique looks that allow teens to express their personalities and celebrate their journey through life with fashion.

- **National:**

- JCPenney is the nation's headquarters for the most recognized and desired national brands. We offer well-known brands that customers want and value, generally at better or best price points. When our customers think of these brands, they know they will find them at JCPenney. In fact, JCPenney is the No. 1 or No. 2 retailer for many powerful national brands including Levi's, Dockers, Haggar, Southpole, Carter's, Easy Spirit and Alfred Dunner.

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