



THE JCPENNEY HOLIDAY TRENDS HOT LIST

Apparel and Home Trends for the Most Wonderful Time of the Year!

PLANO, Texas (October 5, 2007) — It's the first of October, yet the hustle and bustle of holiday shopping will soon be upon us. JCPenney reveals this holiday season's hottest trends in fashion, home décor, entertaining, fine jewelry, gadgets and toys. Whether you're making a list and checking it twice or shopping for yourself, JCPenney has just what you need to celebrate the season with fun and style.

PRECIOUS METALS – Dazzle this holiday season with glimmering golds, stunning silvers and beautiful bronzes that are sure to make an impression.

- Be the belle of the holiday ball and shimmer in **Mixit's® bow front metallic tunic** or **nicole by Nicole Miller's® sequin tunic dress**.
- Dazzle party-goers in **Bisou Bisou®** graphic-patterned **sequin tanks** in gold, red and silver.
- Add some holiday cheer at the office with the **a.n.a® threaded lurex swing jacket**.
- Step out in metallic style! **Satin ballet flats with large gemstones from Mixit®** are ready to shine in multiple metallic tones.
- Hoop Hoop Hooray! **Hoop earrings** never go out of style and add flair to any holiday outfit.
- Let the special woman in your life sparkle with pieces from the **Gold 'N Ice** fine jewelry collection.
- Glam it up with **hammered gold pendants** and **hammered gold drop earrings**...sure to get you noticed at the next holiday soiree.

RADIANT ROUGE – Vibrant colors such as scarlet and plum make a boldly luxurious statement in your wardrobe and your home.

- **Bisou Bisou's® cranberry knit babydoll dress** with chunky beads is a holiday scene-stealer.
- **Mixit's® lantern sleeve trapeze jacket** in rich burgundy paired with an iridescent **trapeze top** in cranapple will take you from day to night in style.
- Take the kids to see Santa or all-day shopping in **Liz & Co.'s red cardigan with faux fur trim**.
- A crimson **sequined-front cardigan from Worthington®** will keep you warm and in style.
- Add a colorful accent to your mantle or dining room table with a set of elegant **JCPenney Home Collection™ red glass hurricanes**.
- Snuggle up with the plush **Chris Madden® for JCPenney Home Collection micro mink wave throw** in claret and keep chilly winter weather at bay.
- **JCPenney Home Collection™ traditional holiday dinnerware** offers beautiful basics and accessories such as **apothecary jars** and **serving platters**, all in festive red.
- Light a **Naturelle Candle** in holiday spice or a **Chris Madden® limited edition "Celebration" candle** for an aura of radiant warmth.
- Practical and modern, the **Monroe twin sleeper sofa with storage ottoman** in red twill provides more room to welcome guests during the holiday season.

WEAR & PREPARE – Whether it's an extravagant party or an impromptu gathering of close friends, holidays mean entertaining guests. JCPenney has all you need to host your friends and family with elegance, style and ease.

- The gracious host with the most will shimmer in flirty **taffeta party skirts by Bisou Bisou®** and **nicole by Nicole Miller®**.
- Men, add a kick to the mix this holiday by mixing suited separates in navy and black, and solids and stripes from **Concepts by Claiborne**.
- Make a stunning statement in a **cream lantern-sleeve, jewel-neck tunic by Worthington®**.
- And dressing the table is a must! For a bit of whimsy, try the **Peppermint Snowman** pattern. A traditional take...the **Chris Madden® Chambour dinnerware** is the perfect setting. And for modern design appeal, **Modern Jingles from Studio by JCPenney Home Collection™** sets just the right tone.
- **cooks by JCPenney Home Collection™** electrics make superb holiday presents for all. For the wine connoisseur, check out the **six bottle wine chiller**. Everyone can use an update to their coffee prep essentials...the **burr mill grinder** and **thermal coffee maker** make great additions.

- Hosting a spectacular holiday fête means having the necessary “tools.” JCPenney’s **Waring martini shaker**, **Caddy wine chiller** and **espresso serving set** are such great holiday gifts that you’ll add them to your own wish list!

THE PLUSH LIFE – Indulge in the plush life by wrapping yourself in softness. JCPenney’s cashmere sweaters, thick blankets and inviting throws make braving the winter chill a pleasure.

- Cuddle by the fire in **Stafford® & Worthington® cashmere sweaters** for men and women.
- Boiled **wool, crop jackets from Worthington®** in sharp jewel tones are a warmth and style must!
- Indulge in a holiday feast wearing **Miss Bisou’s® charmeuse patterned blouse**.
- Entertain guests in a luxe **gold sweater with pearl beading** by **east5th®**.
- Be comfortable in **Arizona’s® velour jacket** and **bottom** combinations while doing last-minute shopping.
- The **Chris Madden® CM Hotel "Nob Hill" 9-piece comforter set** makes any bed an inviting place for a long winter’s nap.
- **Chris Madden® puckered plush decorative pillows** or **silk velvet-trimmed decorative pillows** jazz up any sofa and can add just the right punch to your bedding decor.
- **Studio™ fleece throws** in an array of solids and bold, fun patterns and **Chris Madden® plush blankets** are perfect for lounging by the fireplace.

SPORT-TACULAR – Sport striping, fashion emblems and racing numbers in active wear are “on the mark” for a more casual look.

- **South Pole’s®** racing towards the finish line this season with trendy pieces that will surely help you get a head start towards post holiday workouts.
- Keep your holiday shine-quotient high with **fine gauge knit hoodies from a.n.a®** in solid gold and silver metallic.
- Cozy **knit sweaters in feminine patterns** and **stripes** from **Arizona®** are perfect for holiday weather.
- Keep dad warm while looking sporty in **St. John’s Bay® puffer vest**.

SPA-LA-LA – Treat yourself to a spa oasis in the comfort of your own home with the **Chris Madden® CM Hotel Collection**.

- Create a relaxing, soothing environment with **CM Hotel candles and diffusers** in three scents.
- Slip on the luxe **CM Hotel robe** or **wrap** and envelope your body in a cocoon of plush comfort.
- **CM Hotel towels** are thick, lush and ultra-absorbent. Available in a variety of colors, they are sure to please even finicky houseguests.

TO BE YOUNG – JCPenney has fashion and fun covered for the little ones as well!

- Make her feel like a princess in a Cinderella **ruched red satin skirt dress**.
- It's a formal affair! Oh so cute in toddler size...dress him in a **black tux** with **silver vest** and her in a **black chiffon layered dress**.
- Indulge your tech-savvy, music-loving child with the **shark-shaped electric guitar** or **MP3 video karaoke system**.
- **Heirloom pedal cars** will surely become a family treasure you'll pass from one generation to the next.

THE GIFT BOX – The perfect gift *does* exist and it's easy to find! From apparel to jewelry to gadgets and electronics, JCPenney is your one-stop gift destination.

- Give him the gift of style with a modern **J. Ferrar® striped shirt** and **paisley tie ensemble**.
- Surprise her with a plush **leather tote** by **a.n.a®** or a **three-piece pajama set** from **PJ Couture**.
- Longing for some "*back in the day*" fun? Young and old alike will enjoy the updated version of **Rock 'em Sock 'em Robots**.
- During holiday travel, keep the entire family entertained with a variety of handheld games. From **Football Trivia** to casino favorites such as **Poker** and **Blackjack**, these compact games are fun and easy to tote.
- Every woman appreciates a beautiful piece of jewelry that will stand the test of time, so wow her with the latest from the **Journey Diamond** collection or **Diamond Art**.
- Choose from a variety of men's watches for the perfect gift. Practical yet indulgent, our favorite...**Invicta watches**...offer a stylish twist to an every day essential.
- Make her feel special and update her **lingerie wardrobe** with lovely selections by **Ambrielle®**.

- Keep his gadget must-haves ready for action with the **Stafford® Valet Docking Port**. This cool accessory simultaneously charges a cell phone, iPod® or Blackberry with one easy tool.
- Give her the scents of the season! Shop **sephora.com** by clicking on **jcp.com** for **fragrances** galore. Can't decide? Treat her to a **fragrance gift certificate**.

JCPenney has all of the essentials for merry-making this holiday season! Finding the perfect attire, gift or entertaining must-haves is a breeze with over 1,000 department stores nationwide and 24/7 jcp.com convenience. Today's the Day...to point your readers to JCPenney for all of their holiday solutions!

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About JCPenney

JCPenney is one of America's leading retailers, operating 1,048 department stores throughout the United States and Puerto Rico, as well as one of the largest apparel and home furnishing sites on the Internet, jcp.com, and the nation's largest general merchandise catalog business. Through these integrated channels, JCPenney offers a wide array of national, private and exclusive brands which reflect the Company's commitment to providing customers with style and quality at a smart price. Traded as "JCP" on the New York Stock Exchange, the Company posted revenue of \$19.9 billion in 2006 and is executing its strategic plan to be the growth leader in the retail industry. Key to this strategy is JCPenney's "Every Day Matters" brand positioning, intended to generate deeper, more emotionally driven relationships with customers by fully engaging the Company's 155,000 Associates to offer encouragement, provide ideas and inspire customers every time they shop with JCPenney.

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