



jcp.com Fact Sheet

2010

jcp.com is JCPenney's largest, most dynamic store, extending JCPenney's offering of sizes, colors and product categories well beyond the scope of our store-based assortments.

Online Retailing Leader:

- jcp.com was recently ranked No. 3 in the "Top 50 Best of the Web online retailing web sites" by *Internet Retailer* magazine.
- jcp.com boasts the highest visitor-to-buyer conversion rate in the industry.
- jcp.com features more than 250,000 merchandise offerings. jcp.com merchandise complements the store assortment with merchandise that may not be widely available in stores due to space constraints or time of year – these include extended sizes and colors; specialized businesses such as children's home furnishings, outdoor furniture, or swimsuits in the fall and outerwear in the spring.
- On any given day, jcp.com has 520,000 unique visitors conducting 140,000 searches, viewing 13 million pages. During peak periods, these numbers roughly double.
- The jcp.com site is open for business almost 100 percent of the time, which builds trust and confidence. In contrast, the index of all online retailers for availability is just over 75 percent – that's like closing your store a quarter of the year.

Customer-friendly:

- jcp.com is available in all stores through broadband high-speed access at 35,000 point-of-sale (POS) terminals, engaging and empowering thousands of Associates to extend their relationship with millions of customers to the full power of JCPenney as a multi-channel retailer.
- Customers can find store locations online with directions, store hours and services. Additionally, they can also shop from their local preprint online and even print out a shopping list before they go to the store.
- Customers can bring merchandise bought on jcp.com to any JCPenney store for a return (with an immediate refund) or exchange.
- Along with price and a detailed description of the selected product, including fabric features and laundry needs, customers can also view the product in different colors and alternate views, link to matching items and other products that might be of interest, and determine the appropriate size using fit information and size charts. Additionally, a new "e-mail to friend" button allows customers to share product information with friends.
- Customers can check store merchandise availability online before they visit their local JCPenney store. Using jcp.com, customers can select any item tagged with "ALSO IN STORES" or "IN STORES ONLY," enter their size, color and/or style choices, then enter their ZIP code for a list of nearby stores that have the particular item in stock – and the information is updated hourly. Customers can view a list of stores in up to a 50 mile radius from the original ZIP code entered that have the designated item in-stock.
- To better inform customers of all the features available on jcp.com, special "shop with options" buttons can be found throughout the site that highlight features such as "Know if it's in Stock," "Ship-to-Store," "Free & Easy Returns" and more.

Easy to Navigate:

- The jcp.com home page features a clean, inviting look with navigation across the top and compelling images to emotionally connect with the customer.
- Keyword searches help our store-based Associates find items, sizes, colors or categories that are not available in their stores but are available online.
- To improve the relevancy of product searches based on the users' criteria, new enhancements have been added that narrow the number of products they see based on product attributes and details such as size, brand, color and more. Additionally, a new gallery view allows users to see all the products in a category at the same time. By improving the online search experience, JCPenney is raising customers' confidence levels that jcp.com has what they're looking for
- The creation of brand shops – Web site sections completely devoted to one brand's collection – help our customers and Associates learn about the breadth of assortment for our private and exclusive brands.

Style & Fit Solutions:

- jcp.com uses lifestyle merchandising to assist customers in shopping for their favorite style preference. Terms such as “casual,” “country” and “traditional” are paired with photos that represent merchandise for different style preferences so customers are better able to shop for items they best identify with.
- Customers can easily find the perfect fit and style along with helpful tips and creative ideas using jcp.com's various “solution” pages. The online “solution” pages address the lifestyle needs of our customers and are an online training opportunity for our store Associates. Whether it's finding the right fit for a jean, bra, swimsuit or maternity top, customizing curtains for specific windows, looking for storage solutions or discovering home decorating tips from Chris Madden, our customers will find jcp.com to be a valuable resource.
- jcp.com offers the following “solution” pages: bra, Women's pants fit guide, Women's jeans fit guide, Women's swim, maternity, baby, teen scene, Men's khaki, Men's athletic shoes, Men's business casual, dress shirts, suits, jewelry, window, window energy, slipcover, rugs, bed and bath, kids' bed and bath, Ideas by Chris Madden, sleep, storage, travel, color, tips and ideas.
- jcp.com offers an online, state-of-the-art Window Design Center tool that allows customers to mix, match and layer window treatments and preview how different styles and colors will look in their home.

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