



INTRODUCING THE 'SMART SUIT' FROM NICOLE BY NICOLE MILLER®

THE FIRST DESIGNER SUIT FOR WOMEN THAT IS MACHINE WASHABLE;
AVAILABLE ONLY AT JCPENNEY

NEW YORK (SEPTEMBER 15, 2007) -- NICOLE MILLER, THE CELEBRATED RUNWAY DESIGNER WHO HAS TRANSFORMED EVERY ELEMENT IN A WOMAN'S WARDROBE, HAS CREATED THE 'SMART SUIT' – A BEAUTIFUL DESIGNER SUIT THAT IS FULLY MACHINE WASHABLE. THE AFFORDABLY PRICED SUIT IS NOW AVAILABLE UNDER HER NICOLE BY NICOLE MILLER® LABEL AT SELECT JCPENNEY STORES.

WITH ALL OF THE CREATIVITY AND CARE THAT GOES INTO THE DESIGN OF A RUNWAY COLLECTION, MILLER HAS ELEVATED THE SMART SUIT TO A NEW LEVEL. "I WANTED TO MAKE THESE NEW SUITS INTERESTING AND FUN TO WEAR," SHE SAYS. "TOO OFTEN SUITS FOR WOMEN LOOK BORING BECAUSE THEY ARE OVERLY SERIOUS. I'VE CREATED THESE SUITS AND PANTS WITH THE NECESSARY ELEGANCE AND REFINEMENT BUILT INTO ALL OF MY CLOTHES, BUT ADDED A SENSE OF WHIMSY WITH SIGNATURE LININGS AND CONTRAST TOP STITCHING TO GIVE THEM CHARACTER AND PERSONALITY."

THE NICOLE BY NICOLE MILLER SMART SUIT INCORPORATES PATENTED ECOGIR TECHNOLOGY FROM BAGIR LTD. THAT MAKES THE SUIT SEPARATES FULLY MACHINE WASHABLE. WHETHER THE SUIT IS STAINED OR JUST NEEDS TO BE FRESHENED IT CAN BE LAUNDERED, AND TUMBLE DRIED AND READY TO WEAR. ECOGIR ALSO MEETS THE NEEDS OF THE GROWING NUMBER OF PEOPLE WHO ARE MAKING AN EFFORT TO INCORPORATE "GREEN LIVING" INTO THEIR LIFESTYLE. BY ELIMINATING THE TUMBLE DRY CYCLE THE DESIGNER SUIT SEPARATES CONSERVE ENERGY AND, POLLUTION THAT RESULT FROM DRY CLEANING FLUIDS.

THE COLLECTION CONSISTS OF TAILORED JACKETS, SLIM AND WIDE PANTS, AND COORDINATING SKIRTS. THE STYLES WEAR WELL FROM DESK TO DINNER AND ARE APROPRIATE FOR THE EXPERIENCED

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DECISION-MAKER OR THE BEGINNING CAREER WOMAN LOOKING FOR A SMART LOOK FOR THE OFFICE.

ENHANCING THE COLLECTION EVEN FURTHER ARE TWO PANT STYLES UPON WHICH SPECIAL ATTENTION IS PAID TO THE SILHOUETTE TO ACHIEVE A DESIGNER-PERFECT FIT. THE SMART PANT STYLES SIT NATURALLY JUST BELOW THE WAIST FOR A TAILORED LOOK THAT FLATTERS AND ENHANCES THE BODY. A FLARED PANT AND WIDE-LEG STYLE PROVIDE THE LOOK THAT CLEARLY DEFINES NICOLE MILLER'S SIGNATURE FINISHING TOUCHES.

AFFORDABLY PRICED, JACKETS RETAIL FOR \$132; PANTS, \$72; AND, SKIRTS, \$60. WHEN THE JOB CALLS FOR A DESIGNER LOOK WITH THE EASE OF MACHINE-WASHABLE CARE, THE SMART SUIT FROM NICOLE BY NICOLE MILLER™ AT JC PENNEY IS THE CHOICE FOR TODAY'S WOMAN.

ABOUT NICOLE MILLER

NICOLE MILLER IS A NEW YORK-BASED DESIGNER, MARKETER AND MANUFACTURER OF WOMEN'S EVENINGWEAR, DRESSES AND SPORTSWEAR UNDER THE NICOLE MILLER SIGNATURE AND COLLECTION LABELS THAT ARE DISTRIBUTED THROUGH A NETWORK OF FREESTANDING STORES AND FINE SPECIALTY RETAILERS. THROUGH A SERIES OF STRATEGIC ARRANGEMENTS, MILLER ALSO DESIGNS AND MARKETS ACCESSORIES, BAGS, SHOES, EYEWEAR, FASHION JEWELRY, FRAGRANCE, HOME PRODUCTS, FURNITURE AND THE NICOLE BY NICOLE MILLER COLLECTION THAT ARE MANUFACTURED AND DISTRIBUTED BY LICENSEE COMPANIES.

ABOUT JCPENNEY

JCPENNEY IS ONE OF AMERICA'S LEADING RETAILERS, OPERATING 1,048 DEPARTMENT STORES THROUGHOUT THE UNITED STATE 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

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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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