

CATALINA LÓPEZ STEPPED UP HER STYLE AND WON JCPENNEY'S \$10,000 "NUESTRA BELLEZA LATINA" CHALLENGE

PLANO, Texas (May 11, 2009) – For the third year in a row, JCPenney tested participants of Univision's reality TV show "Nuestra Belleza Latina" (Our Latin Beauty), in a style challenge for the chance to win \$10,000. Olivia Vela, director of multicultural marketing for JCPenney, invited the remaining seven finalists into a JCPenney store where each was presented with a card that contained an example of this season's hottest Spring styles: Crochet, Bohemian, Ethnic, Modern Safari, Urban Cowgirl, Vintage 70's and Urban. For the contest, the ladies raced through the aisles searching for pieces and accessories that would help them recreate one of the highlighted trends. Each contestant modeled their respective outfits live during the show, but only one made hers come to life - proving style, quality and price truly matter! Catalina López shined above the rest and was declared the winner.



Photo: (From left to right) Olivia Vela, director of multicultural marketing for JCPenney, Giselle Blondet, actress and host of "Nuestra Belleza Latina" and Catalina López, winner of JCPenney's challenge.