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# News Release



## ECO-FRIENDLY LIVING MADE EASIER WITH NEW “SIMPLY GREEN” DESIGNATION FROM JCPENNEY

### *Company Enlists Expertise from Environmental Lifestyle Expert Danny Seo to Help Customers Live “Simply Green” Lifestyle*

**PLANO, Texas (March 18, 2008)** – Working with renowned environmental lifestyle expert Danny Seo, JCPenney has launched Simply Green™, an exclusive-to-JCPenney designation that assists customers in making environmentally conscious purchases. Beginning this month, a wide range of JCPenney private brand merchandise – from apparel to home accessories – will bear the Simply Green mark, which highlights for customers merchandise that lessens the impact on the environment.

JCPenney private brand merchandise that qualifies for the designation must fall into one of the following three categories:

- Organic – Simply Green products designated as organic must be made from at least 70 percent raw materials such as organic cotton or linen, which have been grown without chemical fertilizers or pesticides, which can be harmful to the environment.
- Renewable – Simply Green products designated as renewable must be made from at least 25 percent renewable materials such as bamboo, sorona, ingeo, soy, capiz shells or wood that comes from certified, well-managed forests. These materials are replenished by natural processes at a rate comparable to or faster than their rate of consumption.
- Recycled – Simply Green products designated as recycled must contain at least 25 percent recycled materials, such as recycled cotton, recycled glass (home products), and recycled polyester made from soda bottles. All of the materials help reduce the amount of waste sent to landfills.

“We share with our customers a deep commitment to protecting the environment and want them to feel good about shopping with us. Through Simply Green – an initiative that is unique in our industry – and our partnership with environmental expert Danny Seo, we are taking a first step in showing our customers that living ‘green’ doesn’t have to be complicated nor does it require the sacrifice of style, quality or smart prices they have come to expect from JCPenney,” said Ken Hicks, president and chief merchandising officer for JCPenney. “The Simply Green program and our Company’s extensive corporate social responsibility efforts are a direct reflection of our ‘Every Day Matters’ philosophy and the enthusiasm of our Associates in ensuring that we are always seeking ways to protect the environment and to give back to our communities.”

As America's leading lifestyle authority on modern, eco-friendly living, Danny Seo is serving as JCPenney’s green living partner, providing consultation to the Company and serving as an advocate for eco-friendly living by highlighting the benefits of using Simply Green designated JCPenney merchandise.

“I am proud to partner with a company that is dedicated to constantly improving its eco-friendly initiatives,” said Seo. “People always ask me what they can do to help the environment, and my response is, ‘Start with just one thing.’ Launching the Simply Green designation is one way JCPenney is making it easier for its customers to help make a difference on the environment.”

The Simply Green logo will be clearly visible on the hang tag or package insert of all JCPenney private brand merchandise approved to carry the designation – all of which is designed, developed and sourced in-house. Additionally, the hang tag or package insert will provide detail on the material used in the product, highlighting the material’s attributes that lessen the impact on the environment.

To further assist customers in making environmentally-conscious purchases, Simply Green designated merchandise will be highlighted in Simply Green “zones” throughout the store. The Simply Green mark will be found on existing products, as well as new products within JCPenney’s private brands that have launched for the 2008 spring season. For more information on JCPenney’s private brands go to [www.jcpennybrands.com](http://www.jcpennybrands.com).

The Simply Green designation builds on several eco-friendly national brand merchandise offerings already available at JCPenney, such as Levi’s Eco 524™ and 539™ organic cotton denim jeans (also features recycled buttons, rivets and zippers) and Levi’s “Eco Laurel” organic cotton bermuda shorts. JCPenney also carry Levi’s and World Wildlife Fund (WWF) organic cotton tees (for every WWF tee sold, JCPenney’s supplier Chaser donates \$1 to WWF).

### **Building on a Legacy of Environmental Stewardship and Social Responsibility**

JCPenney’s commitment to living “green” extends beyond its merchandise offerings. Recent highlights of JCPenney’s environmental initiatives include:

- For the second consecutive year, the Company was recently recognized by the U.S. Environmental Protection Agency as an ENERGY STAR Partner of the Year for Energy Management.
- Additionally, four JCPenney department stores in Washington State have become the first buildings to earn the new retail ENERGY STAR certification and the JCPenney Home Office in Plano, Texas has also received the ENERGY STAR award for superior energy performance.
- Over the past five years, JCPenney has invested more than \$75 million to install energy management technology, lighting retrofits and high-efficiency HVAC systems in stores. In 2006 alone, these efforts eliminated nearly 31,000 tons in greenhouse gas emissions.
- In 2007, the Company recycled more than 95,000 tons of cardboard and 13,500 tons of hangers and other plastic.
- JCPenney recently opened its first “green” store in Denver, Colo., which serves as a testing ground for eco-friendly building features in all new JCPenney stores.

More information about JCPenney's longstanding commitment to the environment can be found at: <http://www.jcpenney.net>

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### **About JCPenney**

JCPenney is one of America's leading retailers, operating 1,074 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](http://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 approximately \$19.9 billion in 2007 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.

### **About Danny Seo**

Environmental lifestyle expert Danny Seo calls his eco-friendly way of living *Simply Green*. Through his bestselling books (*Simply Green Parties* and *Simply Green Giving*), television programs, magazine columns, and websites, Danny Seo continues to share his creative ideas that has made him America's leading lifestyle authority on modern, eco-friendly living. Born on Earth Day in 1977, Danny has championed on behalf of the natural biodiversity of our planet from a very young age. On his 12th birthday, he founded the organization Earth 2000 with just a few friends and \$23 and grew it into one of the country's largest teenage environmental groups. Today, Danny, encourages America to live a greener lifestyle. His first lifestyle book *Conscious Style Home* chronicles the renovation of his parents' Pennsylvania home. Using easy-to-find eco-friendly materials, the beautifully photographed book received rave reviews in *The New York Times*, *Elle*, *Food & Wine*, *Elle Decor*, and *USA Today*, who raved "Say 'environment' to Danny Seo, and it's as if you've punched the word into the search engine Google: Out roars an avalanche of ideas and references that threatens to scramble your brain." As the environmental lifestyle contributor for CBS "The Early Show" and co-host of the HGTV series "Red, Hot & Green," Danny helps millions of people go green with his simple how-to tips, projects and solutions. For more information visit [www.dannyseo.com](http://www.dannyseo.com).