



INTERTREND'S WORK FOR JCPENNEY WINS AT 2010 RACIE AWARDS

Recognized with Innovation Award for "JCPenney Breakout Performer" Online Video Contest for Teens

PLANO, TX (March 5, 2010) -- interTrend is proud to announce that they are the recipients of the 2010 "Silver" RACie Award in the Innovation category for their Asian American Back to School Campaign for JCPenney. The RACie Awards honor the best retail ads, commercials, digital efforts and any other communication materials. This is the first win for interTrend at the RACies for an Asian American targeted campaign.

"Having been recognized with a total of five awards for our work in 2009, this RACie win is a strong start for interTrend and JCPenney," said XXXX of interTrend. "We are honored to be associated with JCPenney in marketing to the Asian American consumer."

Working with their client of over 10 years, JCPenney, interTrend collaborated with popular Asian American entertainers to target teens during the back to school season. In order to reach these teens in an authentic way, interTrend worked with JCPenney to create an innovative platform for self-expression. In conjunction with the popular International Secret Agents (ISA) concert -- which seeks to showcase the brightest and premier talent among Asian and Asian Americans -- JCPenney hosted the "JCPenney Breakout Performer" online contest, providing teens an opportunity to upload a video to YouTube to showcase their unique talents. In the video, teens had to wear something from JCPenney and sing, dance or perform. The most talented performer -- chosen through popular vote by XXX -- was provided a \$XX JCPenney gift card and the opportunity to perform at the ISA concert.

"Partnering with interTrend, we created a compelling campaign that brought our exciting Back-to-School styles to life in a fun, interactive way for our Asian American teen customers," said Mike Boylson, EVP and chief marketing officer for JCPenney. "This recognition underscores our continued commitment to developing unique marketing initiatives that help to build and grow our relationship with our Asian American customers."

To promote the contest, JCPenney worked with Asian American artist Far East Movement ("FM") and Wong Fu Productions to create videos -- featuring popular YouTube celebrities such as David Choi -- that incorporated JCPenney's stylish Juniors and Young Men's labels. The contest web site generated over 500,000 views and the videos garnered an additional 200,000 views.

About JCPenney

JCPenney is one of America's leading retailers, operating 1,109 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 \$17.6 billion in 2009 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 approximately 150,000 Associates to offer encouragement, provide ideas and inspire customers every time they shop with JCPenney.

About interTrend

interTrend is the largest, minority owned, full service, Asian focused marketing communications agency in the United States. Established in 1991, our mission is to be the go-to source for all things related to Asia. We leverage our Asian DNA and create simple, usable brand experiences for global minded clients seeking to make their brands more engaging to their multicultural and digitally savvy consumers.

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