

JCPenney Launches Baby Shops in 500 Stores

Retailer expands baby categories and assortment to capture available market share

PLANO, Texas - (Aug. 9, 2018) - As one of the leading destinations for baby apparel, JCPenney [NYSE: JCP] is expanding its baby selection to reflect new merchandise categories that will help parents shop for their bundle of joy in one convenient location. The Company has historically offered cribs, high chairs, strollers and car seats at JCPenney.com, however shoppers will soon find these items in 500 JCPenney stores starting Aug. 30, along with bottles, pacifiers, diaper bags, bouncer seats and activity centers from respected brands including Avent®, Graco®, Fisher Price®, Dr. Brown's®, Tommee Tippee® and Halo®.

"The baby care business is expected to reach over \$13 billion by 2021* and we are seizing this opportunity to pursue available market share and aggressively go after the baby customer with these new shops," said James Starke, senior vice president and head of merchandising for JCPenney. "We've strategically chosen these 500 JCPenney locations because the majority of the stores are near a specialty baby retailer that has recently closed its doors."

The new shops will feature updated graphics and signage and will be located adjacent to baby apparel, featuring an expanded assortment of Carter's® clothing along with Gerber® and Okie Dokie® playwear and sleepwear. Most of the product displayed will be stocked at the store so parents can take home their new car seat, stroller, swing or activity center the same day. Nursery furniture such as cribs and crib mattresses are available to take home the same day in select stores, while the remaining stores will arrange to have those purchases shipped directly to the customer's home. Coordinating dressers, changing tables and gliders are available at JCPenney.com.

The baby shops inside JCPenney will also feature an expanded Okie Dokie assortment with new product categories from the popular JCPenney private brand. Earlier this year, Okie Dokie baby apparel debuted a major [design refresh](#) boasting playful patterns, modern looks, chic details and easy-to-style outfits for kids and babies. Along with items from top brands such as Carter's and Nojo®, parents can now outfit their little one's nursery with coordinating Okie Dokie crib sheets, bed skirts, blankets, accessories, gift items and more - all featuring the same fresh, on-trend aesthetic as the new playwear.

"JCPenney appreciates the importance of having a broad assortment of baby products online but we also know that there are certain items that parents - especially first-time parents - want to see in person. They want to test out the stroller, feel the crib sheets and compare bottle sizes in person. Our competition is underestimating the importance of a physical in-store baby shop and that is where JCPenney is going to differentiate," added Starke.

The new baby shops will launch just in time for the retailer's annual "Baby Sale" later this month and will be promoted via a dedicated 12-page direct mail piece, showcasing the new baby product categories available in JCPenney stores. Customers can continue to find an even larger selection of baby products at JCPenney.com along with maternity wear, nursing bras and more.

For current store images of the new baby shops, please visit:

https://www.jcpnewsroom.com/news-releases/2018/0809_launches_baby_shops.html

*Statista

<https://www.statista.com/statistics/258435/revenue-of-the-baby-care-products-market-worldwide/>

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About JCPenney:

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation's largest apparel and home retailers, combines an expansive footprint of over 860 stores across the United States and Puerto Rico with a powerful e-commerce site, jcp.com, to deliver style and value for all hard-working American families. At every touchpoint, customers will discover stylish merchandise at incredible value from an extensive portfolio of private, exclusive and national brands. Reinforcing this shopping experience is the customer service and warrior spirit of approximately 98,000 associates across the globe, all driving toward the Company's mission to help customers find what they love for less time, money and effort. For additional information, please visit jcp.com.

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