



**AND THE ADDY® GOES TO... JCPENNEY!**

***Company's Marketing Initiatives Recognized with Prestigious Industry Award***

**PLANO, TX (April 3, 2009)** – J. C. Penney Company, Inc. (NYSE: JCP) is proud to announce that it is the recipient of two ADDY® Awards, recognizing the Company for its marketing initiatives during the Back-to-School and holiday shopping seasons. Conducted by the American Advertising Federation, the ADDY® Awards is the only creative awards program administered by the advertising industry for the industry.

JCPenney won a bronze ADDY® Award for its 2008 Back-to-School online interactive initiative and another bronze ADDY® Award for its 2008 “Double Happiness” holiday campaign, both created and executed by JCPenney’s Asian advertising agency, interTrend Communications, Inc. This was a particularly noteworthy accomplishment for the agency considering their Asian American targeted campaigns won across all segments.

The Back-to-School website, [jcpvote.com](http://jcpvote.com), was a collaborative effort with four famous Asian American YouTube stars: David Choi, Kina Grannis, Natalie and KevJumba. The celebrities successfully incorporated JCPenney brands into their own unique videos while maintaining the true authenticity of their work. interTrend was able to leverage the popularity of these YouTube sensations in order to drive traffic to [jcpvote.com](http://jcpvote.com), where viewers could vote on which outfit they thought best suited their favorite talent. By utilizing the genuine content and praising the authenticity of the talents, [jcpvote.com](http://jcpvote.com) was able to engage with the consumers on a deeper level. With over 1 million total views generated from the four videos within a four-week campaign and close to 20,000 votes, the Back-to-School campaign was a major success.

The holiday “Double Happiness” campaign similarly hit close to the heart. When it comes to the holidays, many Asian families have created a fusion between their traditional Asian holidays such as Lunar New Year and American Christmas. interTrend was able to show how JCPenney

understands all cultures, provides great gift choices, and has new ways to celebrate both holidays together, thus doubling the holiday joy. The “Double Happiness” campaign encompassed all media outlets and included a microsite, [jcpholiday.com](http://jcpholiday.com). [jcpholiday.com](http://jcpholiday.com), was branded with the same concept, and included a “gift configurator” to help shoppers select the best gifts for their loved ones. It enabled visitors to input their gift receivers’ information (age, gender, etc. ) along with a the gift category, and then the application revealed the perfect gift for them. The online campaign generated outstanding results with over 14 million impressions driven from display ads and close to 25,000 interactions with the JCPenney brand utilizing the gift configurator.

**For further information contact:**

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**About JCPenney**

JCPenney is one of America’s leading retailers, operating 1,101 department stores throughout the United States and Puerto Rico, as well as one of the largest apparel and home furnishing sites on the Internet, [www.jcp.com](http://www.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 \$18.5 billion in 2008 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 150,000 Associates to offer encouragement, provide ideas and inspire customers every time they shop with JCPenney.

**About interTrend Communications, Inc.**

Founded in 1991, interTrend Communications, Inc. is the leading, 100% minority owned, full-service marketing agency targeting the Asian American segments such as Chinese, Japanese, Korean, Vietnamese, Filipino, Asian Indian, and other Asian segments. With a proven track record, interTrend has successfully helped F100 clients nurture and establish brand leadership positions in this emerging market through an integrated mix of traditional and non-traditional tactics. Core services include creative development, print and broadcast production, media planning and buying, public relations, promotions, events, interactive, strategic planning, research, and account management. The agency consists of over 65 multi-cultural communications specialists.

interTrend delivers excellence to clients, working as true marketing partners. Today, long-term partnerships have been established with Northwest Airlines, Southern California Gas Company, San Diego Gas & Electric, Toyota Motor Sales, JCPenney, AT&T, Western Union, The Walt Disney Company, State Farm Insurance, and Santa Anita Park.

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