



Innovations at jcp.com exemplify how we continue to build a leading multi-channel experience that makes shopping JCPenney easier and more exciting.

Making shopping easier and more exciting

An integral part of our digital platform, jcp.com is an important vehicle for engaging our customers with the JCPenney brand. Our research shows that nearly 70% of jcp.com visitors come to the site to do some form of research: viewing merchandise, comparing prices, finding sales and promotions and exploring apparel and home ideas.

To meet these visitors' needs and keep jcp.com a major online shopping destination, features have been added and improved. Updates include enhanced product images and information, more advanced search capabilities, improved access to merchandise availability at local stores through our "Know Before You Go" feature, the ability to view weekly sales circulars online, customer reviews, site-to-store delivery options, and the introduction of "Screenbusters," the online version of the Company's popular in-store "Doorbusters."

★★★★★ Customer reviews

Customers can now share their JCPenney product experiences with other shoppers by posting ratings, comments, videos and photos on jcp.com. They can even link to their favorite social networking sites, such as Facebook, Delicious or Digg. Customer reviews not only help our customers make more confident purchasing decisions, they provide JCPenney with valuable insights.



JCP Rewards. A smart way to say "thank you."



With "JCP Rewards" we are able to build long-term customer loyalty by rewarding customers for regularly shopping at JCPenney. Membership is free and managed completely online. To join, customers visit jcp Rewards.com and register up to three personal credit or debit cards, all of which can accumulate points — one point for every dollar they spend at JCPenney stores, jcp.com or catalog. Points double for customers who shopped at JCPenney the previous month. JCP Rewards members receive monthly e-mail statements with their point balance and are notified if they have earned a \$10 reward. They are eligible to earn up to \$120 in reward certificates annually. Since its launch in fall 2008, more than 1 million members have joined the program, and it continues to grow.