



Grand Opening

You're invited to a sneak preview!

JCPenney

jcp.com



GRAND OPENING SWEEPSTAKES!

REGISTER TO WIN
A 2007 Cadillac® CTS*

Approximate Retail Value: \$31,771.
One (1) automobile to be awarded.



FIRST PRIZE:
Chris Madden™
for JCPenney Home Collection
Room Makeover*

Approximate Retail Value: \$6,807.
Seven (7) to be awarded.



SECOND PRIZE:
Digital Lifestyle
Package**

Approximate Retail Value: \$2,950.
Seven (7) to be awarded.



THIRD PRIZE:
\$250 JCPenney
Gift Card

One hundred forty (140) prizes of one
\$250 JCPenney gift card to be awarded.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. NEED NOT BE PRESENT TO WIN. Grand Opening Sweepstakes begins March 4, 2007, and ends on March 17, 2007. Entrants must be legal CA, IA, MA, MI, MN, NE, NH, PA or TX resident, 18 years of age or older at time of entry (by 4/11/07). Potential winners will be selected from all eligible entries received in a random drawing held on or about April 2, 2007. This Sweepstakes is subject to applicable federal and state laws. Void outside CA, IA, MA, MI, MN, NE, NH, PA or TX and where prohibited by law. SEE OFFICIAL ENTRY FORM IN STORES AND AT www.jcp.com FOR COMPLETE RULES. ©2007, J. C. Penney Corporation, Inc.

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*Chris Madden™ for JCPenney Home Collection Room Makeover includes: Normandy Queen bed, dresser/mirror, 5-drawer chest and nightstands; Queen pillow top mattress set; Queen Gardenia bedding (comforter set, shams and accent pillows) sheet set, pillows and pillow forms; mattress pad, rug and table lamp.

**Digital Lifestyle Package includes: 17" iMac® with writable CD/DVD capabilities, Bose SoundDock® digital music system, 4GB iPod®, Canon® digital camera (still) and Canon® digital camcorder.

FREE SHIPPING

on orders of \$75 or more from jcp.com or JCPenney Catalog
Offer Valid March 4-20, 2007.



log on to jcpenny.com and select "Yes" under "discounts", then key **STORE05** in the "promotional code" box during checkout

OR



call 1-800-222-6161 and ask for code **STORE05**

Offer good only on regular-priced merchandise orders of \$75 or more from jcp.com or JCPenney Catalog delivered within the 48 contiguous United States by standard delivery to your home, office or a JCPenney Catalog Desk. The following purchases do not qualify for this offer nor toward the \$75 purchase amount required: truck or express deliveries; JCPenney Presents™ Catalog/Web sites; clearance/outlet prices; prior purchases; orders currently being processed and cannot be used with any other offers. No cash value. IMPORTANT: Discount is applied to all qualifying merchandise on a prorated basis; any refunds will be given in the applicable prorated amount. Offer good March 4-20, 2007.

Sneak Preview Savings!

JCPenney

jcp.com

\$10 off

a purchase of \$10 or more!

Offer valid March 4-6, 2007. See back of card for details.

You're invited
to preview our new JCPenney store,
and celebrate with grand opening savings!

We're opening our doors just for you.

**Sunday, March 4,
10am - 8pm**

JCPenney Salon

JCPenney

jcp.com

JCPenney Salon Savings!

\$10 off

any salon service of \$25 or more!

Offer valid March 4-23, 2007. See back of card for details.



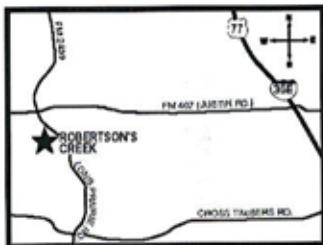
Step inside for another amazing shopping experience.

JCPenney has partnered with Sephora to connect you to the world's top beauty products for men and women. Visit your JCPenney grand opening store, complete with an incredible selection of makeup, skincare and fragrance from Sephora.

Two great names. One fabulous location.

Available at the following JCPenney locations only: Ft Worth, TX-Alliance Town Center; Sacramento, CA-Arden Fair Mall; Aventura, FL-Aventura Mall; Elmhurst, NY-Queens Center; Glendale, CA-Glendale Galleria; Papillon, NE-Shadow Lake Towne Center; S. Strabane (Washington), PA-The Foundry Shopping Center; Santa Ana, CA-Santa Ana Mainplace; Brighton, MI-Green Oak Village Place; Flower Mound-Robertson's Creek; Eden Prairie, MN-Eden Prairie Center; Natick, MA-Natick Mall; Frisco, TX-Stonebriar Mall; and Roseville, MI.

9999-9999999



JCPenney
Robertson's Creek
5751 Long Prairie Rd.
Flower Mound, TX 75028

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Customers receiving this mailer late should bring it to the store and we will honor all advertised sales.



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