



SPOTLIGHT DEAL

\$4

WOMEN'S XERSION TANKS
select styles
reg. \$20

UP TO 60% OFF
XERSION ACTIVEWEAR FOR HER
select styles



4.99

SPOTLIGHT DEAL
KIDS' XERSION GRAPHIC TEES
select styles • reg. \$16
available in plus, husky & preschool sizes



60% OFF

MEN'S XERSION
select styles
reg. \$14-\$45

GET YOUR PENNEY'S WORTH™

JCPenney

IN STORE & JCP.COM JULY 27-29

BLACK FRIDAY

FRIDAY

IN JULY



\$5

GUYS', KIDS' & JUNIORS' ARIZONA OR TOTAL GIRL TEES
select styles • reg. \$12-\$20



9.99

SPOTLIGHT DEAL
STAFFORD EASY-CARE DRESS SHIRT
select styles
reg. \$36



\$10

SPOTLIGHT DEAL
FASHION JEWELRY
reg. \$10-\$48



79.99

SPOTLIGHT DEAL
sale 99.99
2-PC. SET, 1 CT. T.W.
IN STERLING SILVER
JCP.COM 293-5113
reg. 449.98 set
**see page 3 for details

USE YOUR COUPON & SAVE EVEN MORE!

FRIDAY & SATURDAY SPOTLIGHT DEALS
BLACK FRIDAY PRICES



9.99

SPOTLIGHT DEAL
THE CURVE MEMORY FOAM PILLOW OR JCPENNEY HOME STANDARD TWIN PACK
select styles
reg. \$30-\$40



SPEND \$75 OR MORE ON JCPENNEY GIFT CARDS & GET A \$10 OFF \$10 COUPON

Earn in store through August 6. Coupon good for one-time use in store 8/7/17-9/4/17. Terms and conditions apply to gift cards. See card for details. Some restrictions and exclusion apply. Limit one coupon per transaction. See coupon for details.



14.99

SPOTLIGHT DEAL
BRAS
select styles
orig. \$30-\$32



7.99

SPOTLIGHT DEAL
AFTER \$12 MAIL-IN REBATE**
COOKS SLOW COOKER, NON-STICK GRIDDLE OR WAFFLE MAKER*
sale \$19.99
reg. \$40-\$50
*small electrics excluded from coupon
**see page 3 for terms & limitations



7.99

SPOTLIGHT DEAL
AFTER \$12 MAIL-IN REBATE**
COOKS ELECTRIC KETTLE, POPCORN POPPER OR 4-SLICE TOASTER OVEN*
sale \$19.99
reg. \$40-\$60
*small electrics excluded from coupon
**see page 3 for terms & limitations



ARIZONA BOTTOMS FOR THE FAMILY
select styles
reg. \$30 - \$54



SAVE ON STYLES FOR GUYS, JUNIORS, BOYS & GIRLS!



NP06W628209AB

SHOP IN STORE & JCP.COM WITH COUPON JULY 27-29 • ONLINE. ON SALE. VIEW THIS AD AT JCP.COM/STOREADS

\$10 OFF*
\$25 OR MORE

SELECT APPAREL, SHOES, ACCESSORIES, FINE JEWELRY, HOME

OR EXTRA 15% OFF*

SELECT FURNITURE, MATTRESSES, CUSTOM BLINDS & SHADES
OR EXTRA 10% OFF* SELECT WATCHES & SALON PRODUCTS

*Coupon required. Some restrictions and exclusions apply. See back of coupon for details.

\$6

SPOTLIGHT DEAL
KIDS' BACKPACKS
select styles



MC45621000020000092210
% off online code: BUIYV0W37

**BUY 1 GET 1
50% OFF⁺**

**MEN'S UNDERWEAR
OR SOCKS**
select styles
reg. \$12-\$44
*See page 3 for details.
Nike excluded from
coupon offer.



**25%
OFF**

**MEN'S NIKE
APPAREL**
select styles
\$18.75-\$52.50
reg. \$25-\$70
Nike excluded from
coupon offer.



**25%
OFF**

**MEN'S ADIDAS
APPAREL**
select styles
\$18.99-\$48.99
reg. \$25-\$65



**60%
OFF**

**MEN'S SWIM
TRUNKS**
select styles
\$11.99-\$14.99
reg. \$30-\$42



39⁹⁹

**GUYS' LEVI'S® 514™
STRAIGHT FIT JEANS**
reg. \$59.50
Offers and coupons do not apply.



**DOWN
THE JCPEN
GET A \$10**

*New app download
customer, additional
See below

**BUY 1 GET 1
50%
OFF⁺**

**BOYS' & GIRLS'
BRAS, SOCKS OR
UNDERWEAR**
select styles
reg. \$7-\$18
*See page 3 for details.



24.99

**BOYS' LEVI'S® 511™
JEANS**
reg. \$44
Offers and coupons
do not apply.



**50%
OFF**

GIRLS' DRESSES
select styles
reg. \$26-\$150



**25%
OFF**

**BOYS' & GIRLS'
NIKE ACTIVEWEAR**
select styles
msrp \$20-\$25
Nike excluded from
coupon.



39.99 ANY SIZE

**ALL COMPLETE
BEDDING SETS
WITH SHEETS**
reg. \$100-\$170

**UP TO
60% OFF**

BEDDING
select styles



**JCPENNEY
APPLIANCE
DAYS**
JULY 19-AUGUST 5

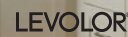
.....UP TO.....
30% OFF
**MAJOR APPLIANCE
HOT DEALS**
+ EXTRA 10% OFF

select styles
Major Appliances excluded from coupon offer.
GE, GE Profile, GE Cafe & Haier limited to 10% off.



25% OFF

**+ EXTRA 30% OFF WITH
YOUR JCPENNEY
CREDIT CARD****
**CUSTOM BLINDS,
SHADES & DRAPERIES**
select styles
**See page 3 for details.



**FRIDAY & SATURDAY
SPOTLIGHT DEALS**

BLACK FRIDAY PRICES

SPOTLIGHT DEAL

15.99

**JF J. FERRAR SLIM
SOLID DRESS SHIRT**
select styles
reg. \$40



SPOTLIGHT DEAL

\$19

MEN'S LEE SHORTS
reg. \$46



SPOTLIGHT DEAL

**60%
OFF**

TOTAL GIRL APPAREL
reg. \$16-\$36



SPOTLIGHT DEAL

**50%
OFF**

**CARTER'S
APPAREL**
select styles
reg. \$16-\$34



**SPOTLIGHT DEAL
30% OFF**

NIKE BACKPACKS
select styles
\$23.99-\$48.99
reg. \$35-\$70
Nike excluded from
coupon offer.



**SPOTLIGHT DEAL
99.99 ANY SIZE**

**10-PC. COMFORTER
SETS**
reg. \$280-\$300

**UP TO
60% OFF**

BEDDING
select styles



**SPOTLIGHT DEAL
17.99**

**ROYAL VELVET PLAZA
50x84" THERMAL
INTERLINED ROD-POCKET
PANEL**
reg. \$50

**UP TO
60% OFF**

READY-MADE CURTAINS
select styles



**SPOTLIGHT DEAL
\$15**

AFTER \$10 MAIL-IN REBATE
COOKS SINGLE-SERVE
COFFEE MAKER, POWER
PRO 700-WATT BLENDER
OR 2-SLICE TOASTER**
sale \$25 reg. \$60-\$120
**See page 3 for terms and limitations.
Electrics excluded from coupon offer.



*\$10 off select apparel, shoes, accessories, fine jewelry and home purchases of \$25 or more. Extra 15% off select furniture, mattresses, custom blinds and shades purchases. Extra 10% off select watches and salon products. Each offer good in store and at jcp.com, excluding taxes and shipping charges, 7/27/17-7/29/17. One use per coupon, one coupon per customer; must be provided/surrendered at time of purchase. Dollar-off offers (including JCPenney Rewards) applied prior to companywide percent-off discounts or coupons. Does not apply to Best Value, Levi's, Disney Collection, Disney Tsum Tsum, Fisher-Price, Licensed Team Sports Merchandise, Columbia, Nike, adidas, Converse, Clarks, Athletic Shoes, Goddess Lingerie, Jewelry Trunk Shows, Modern Bride Diamond Vault, Pre-Owned Watches, Garmin, Sephora, Food, Penney Lane, Electronics/Electronics, Appliances, Hunter Douglas, Tempur-Pedic, Floor Care, Toys, Baby Furniture, Baby Gear, Personalized Jewelry, Wigs and Extensions, Limited Time Specials, Purchase with Purchase Items, In-Store Services, Home Services, Service Plans, Gift Cards, Furniture Outlet purchases, Closing Store purchases, current orders and prior purchases or in combination with other coupon(s). Can be combined with earned JCPenney Rewards and JCPenney Credit Card new account in-store discount. Coupon cannot be used for payment on account. Coupon cannot be redeemed as cash or merchandise credit if merchandise is returned. \$ off savings applied to all qualifying items on prorated basis; any refunds will be given in the prorated amount. No cash value. JCPenney may refuse or limit the use of, any coupon and/or return for any reason, including reoccurring disruptive behavior. REPRODUCTIONS WILL NOT BE ACCEPTED. INSTRUCTIONS FOR JCP.COM ORDERS: \$ off and extra % off offers cannot be applied on the same order. Enter the appropriate online code when prompted at checkout or call 1.800.322.1189 and mention the code.

FREE SHIPPING EVERY DAY AT JCP.COM ANYWHERE OVER \$99 | TO STORES OVER \$25



Applies to standard delivery (3-5 business days) on purchases of \$99 or more, after promotional discounts and excluding taxes, to a home, office, dorm anywhere within the United States or its territories, or to a JCPenney store (4-7 business days) on purchases of \$25 or more, after promotional discounts and excluding taxes. You will be contacted when your order arrives in store. Free shipping offers do not apply to large/heavy items delivered via truck. Free delivery on mattresses and/or foundation sets of \$599 or more.

9.99

LIZ CLAIBORNE TEE OR TANK
select styles
orig. \$26



Liz Claiborne

9.99

A.N.A TOP
select styles
orig. \$26



ana
A NEW APPROACH

60% OFF

MADE FOR LIFE APPAREL
select styles
\$7.99-\$19.99
orig. \$18-\$44



made for life

50% OFF

JUNIORS' DRESSES & BY&BY APPAREL
select styles
\$14.99-\$32.99
orig. \$34-\$69



DOWNLOAD JCPENNEY APP & REWARD*

steps only, limit one per personal steps required. See details.

\$9

JUNIORS' SHORTS
select styles
orig. \$30-\$40



ARIZONA JEAN CO.
THE ORIGINAL

SEMI-ANNUAL JEWELRY SALE
UP TO 70% OFF

AFTER EXTRA 20% OFF WITH YOUR JCPENNEY CREDIT CARD** FINE & FASHION JEWELRY
**Coupon required. Extra 20% off subject to credit approval. Some exclusions and restrictions apply. See below for details.



19.99 EA.

MEN'S OR WOMEN'S FASHION WATCH
select styles
reg. \$34-\$36 ea.



40% OFF

HAIRCARE
select styles
\$2.40-\$32.40
reg. \$4-\$54
Excludes Awapuhi Wild Ginger, liters, gift sets and styling tools.



MATRIX

BUY 1 GET 1 50% OFF*

BRAS
select styles
reg. \$30-\$44
*See below for details.



VANITY FAIR

25% OFF

NIKE SHOES FOR THE FAMILY
select styles
\$16.50-\$56.25
msrp \$22-\$75
Nike excluded from coupon offer.



59.99

MEN'S OR WOMEN'S ADIDAS SHOES
select styles
msrp \$65-\$70
adidas excluded from coupon offer.



39.99

MEN'S OR WOMEN'S NEW BALANCE SHOES
select styles
msrp \$65-\$68
Athletic shoes excluded from coupon offer.



\$10

CITY STREETS BACKPACK
select styles



FRIDAY & SATURDAY SPOTLIGHT DEALS

BLACK FRIDAY PRICES

SPOTLIGHT DEAL 14.99

WOMEN'S PLUS SHORTS, CROP PANTS OR CAPRIS
select styles
orig. \$36-\$60



SPOTLIGHT DEAL 60% OFF

WOMEN'S PLUS APPAREL
select styles
\$6.99-\$49.99
orig. \$18-\$125



SPOTLIGHT DEAL 60% OFF

JUNIORS' PLUS APPAREL
select styles
\$6.99-\$29.99
orig. \$18-\$79



SPOTLIGHT DEAL 50% OFF

JUNIORS' JEANS
select styles
\$29.50
orig. \$59



ALMOST FAMOUS

SPOTLIGHT DEAL 24.99

MEN'S OR WOMEN'S FILA SHOES
select styles
msrp \$60-\$70
Athletic shoes excluded from coupon offer.



SPOTLIGHT DEAL 60% OFF

SUNGLASSES & FLIP FLOPS
select styles
reg. \$8-\$36



SPOTLIGHT DEAL 149.99 EA.

AFTER EXTRA 20% OFF WITH JCPENNEY CARD* 1/3 CT. T.W. DIAMOND PENDANT OR 1/2 CT. T.W. DIAMOND STUDS IN 10K GOLD
sale \$187.49 ea.
reg. \$699.98 ea.



SPOTLIGHT DEAL 899.99 EA.

AFTER EXTRA 20% OFF WITH JCPENNEY CARD* 1 CT. T.W. DIAMOND RING IN 14K OR 10K GOLD
sale \$1124.99 ea.
reg. \$3249.98 ea.



Prices effective through 7/29/17, unless otherwise noted. Items are subject to availability. "Original" and "regular" prices are offering prices that may not have resulted in sales and intermediate markdowns may have been taken. Prices not effective in closing JCPenney stores. JCPenney reserves the right to limit returns or exchanges without a valid receipt. "Sale" events exclude Best Value merchandise. Percentages off original or regular prices, as shown, unless otherwise noted. Actual savings may exceed stated percentage off. MSRP represents a suggested price provided by our suppliers. MSRP may be rounded down to the nearest whole dollar. Jewelry photos may be enlarged to show detail. Diamond carat weights (ct.) represent the approximate total weight (t.w.) of all diamonds in each setting, unless noted. Diamond solitaire weights may vary between .01 and .05 carat. Diamond total weights may vary between .01 and .08 carat. Some diamonds may consist of fewer than 17 facets. Modern Bride™ is a registered trademark of Advance Magazine Publishers Inc., used under license. Mail-in Rebate: One rebate per item, per address (except in RI). Rebate given at the register in CT, RI and Miami-Dade County, FL. JCPenney App & \$10 Reward Requirements: 1) Download the app. 2) Via the app, sign in to or create a new jcp.com account. 3) Ensure a valid credit card is saved to that jcp.com account. \$10 Reward will appear in your Rewards account and/or JCPenney wallet in approximately 4 hours from completion of above steps. Men's Underwear or Socks Offer: Buy one item at regular price, get the second item of equal or lesser value for 50% off; must be same category of merchandise. Boys' and Girls' Socks, Underwear and Bras Offer: Buy one item at regular price, get the second item of equal or lesser value for 50% off; must be same gender. Custom Blinds, Shades and Draperies Offer: Extra 30% off select custom blinds, shades and draperies purchases with your JCPenney Credit Card. Offer good in store, excluding taxes and shipping charges, through 8/8/17. One use per coupon, one coupon per customer; must be provided/surrendered at time of purchase. Dollar-off offers (including JCPenney Rewards) applied prior to companywide percent-off discounts or coupons. Full amount of purchase must be on the JCPenney Credit Card to get the 30% discount. Subject to credit approval. Does not apply to Hunter Douglas, Gift Cards, Furniture Outlet purchases, Closing Store purchases, Service Plans, current orders and prior purchases or in combination with other coupon(s). Can be combined with earned JCPenney Rewards, JCPenney Credit Card new account in-store discount and associate discount. Coupon cannot be used for payment on account. Coupon cannot be redeemed as cash or merchandise credit if merchandise is returned. JCPenney may refuse or limit the use of, any coupon and/or return for any reason, including reoccurring disruptive behavior. See store associate for details. Semi-Annual Jewelry Sale Offer: Extra 20% off select fine and fashion jewelry purchases with your JCPenney Credit Card or extra 15% off with any other method of payment. Extra 10% off select watch purchases with any method of payment. Each offer good in store and at jcp.com, excluding taxes and shipping charges, 7/21/17-8/8/17. One use per coupon, one coupon per customer; must be provided/surrendered at time of purchase. Dollar-off offers (including JCPenney Rewards) applied prior to companywide percent-off discounts or coupons. Full amount of purchase must be on the JCPenney Credit Card to get the 20% off discount. Subject to credit approval. Does not apply to Best Value, Jewelry Trunk Shows, Modern Bride Diamond Vault, Pre-Owned Watches, Garmin, Personalized Jewelry, Limited Time Specials, Purchase with Purchase Items, In-Store Services, Home Services, Service Plans, Gift Cards, Closing Store purchases, current orders and prior purchases or in combination with other coupon(s). Coupon can be combined with earned JCPenney Rewards and JCPenney Credit Card new account in-store discount. Coupon cannot be used for payment on account. Coupon cannot be redeemed as cash or merchandise credit if merchandise is returned. JCPenney may refuse or limit the use of, any coupon and/or return for any reason, including reoccurring disruptive behavior. See store associate for details. Haircare Offer: JCPenney limits the sale of all salon products and special purchases to eight of any one item, up to a maximum of twelve items, per customer, per month. Selection may vary by location. Bras Offer: Buy one bra at regular price, get the second bra of equal or lesser value for 50% off.

FRIDAY & SATURDAY
SPOTLIGHT DEALS

BLACK FRIDAY PRICES



SPOTLIGHT DEAL
60% OFF
APPAREL FOR HER
a.n.a., St. John's Bay,
Worthington
& Liz Claiborne
select styles
\$4-\$28
orig. \$12-\$70

ana
A NEW APPROACH



SPOTLIGHT DEAL
\$4
ST. JOHN'S BAY OR
A.N.A TANK
select styles
orig. \$12-\$16



SPOTLIGHT DEAL
\$7
JUNIORS'
GRAPHIC TEE
select styles
orig. \$20



SPOTLIGHT DEAL
60% OFF
JUNIORS' FLIRTITUDE
ACTIVE APPAREL
select styles
\$7.99-\$15.99
orig. \$20-\$42



SPOTLIGHT DEAL
60% OFF
PAJAMAS FOR HER
select styles
reg. \$36-\$50



Ambrielle®

SPOTLIGHT DEAL
7.99
GUYS' GRAPHIC
TEE
select styles
reg. \$20



SPOTLIGHT DEAL
29.99
WOMEN'S
ARIZONA
BOOTIES
select styles
reg. \$59



SPOTLIGHT DEAL
60% OFF
ROSETTI & NICOLE
BY NICOLE MILLER
HANDBAGS &
WALLETS
select styles
\$14-\$34
reg. \$35-\$85



SPOTLIGHT DEAL
25% OFF
SKECHERS SHOES
FOR THE FAMILY
select styles
\$29.99-\$56.25
reg. \$40-\$75



SPOTLIGHT DEAL
7.99
MEN'S
ST. JOHN'S BAY
POLO
select styles
reg. \$26



SPOTLIGHT DEAL
9.99
MEN'S
ST. JOHN'S BAY
SHORTS
reg. \$36



SPOTLIGHT DEAL
60% OFF
MEN'S APPAREL
Stafford, JF J. Ferrar,
St. John's Bay,
The Foundry Big
& Tall Supply Co.
& more
select styles
\$6.99-\$109.99
reg. \$16-\$275



SPOTLIGHT DEAL
60% OFF
BOYS' OR GIRLS'
ARIZONA
SUMMER ESSENTIALS
select styles
\$3.99-\$12.99
reg. \$12-\$34



SPOTLIGHT DEAL
3.99
BOYS' OR GIRLS'
ARIZONA SOLID OR
FAVORITE TEE OR
OKIE DOKIE
MATCH-UPS
reg. \$12



SPOTLIGHT DEAL
60% OFF
GUYS', JUNIORS' & KIDS'
IZOD UNIFORMS
select styles
\$5-\$19.99
reg. \$14-\$50
including plus, husky
& preschool sizes



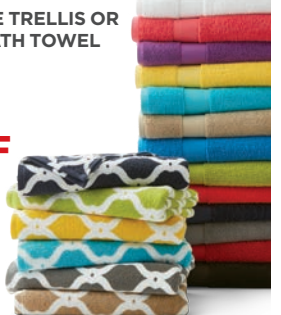
SPOTLIGHT DEAL
39.99 ANY SIZE
STUDIO 550TC ULTRAFIT
PERFORMANCE
SHEET SETS
reg. \$110-\$140

UP TO 60% OFF
SHEETS
select styles



SPOTLIGHT DEAL
4.99
JCPENNEY HOME TRELLIS OR
30x54" SOLID BATH TOWEL
reg. \$12

UP TO 50% OFF
BATH
select styles



SPOTLIGHT DEAL
79.99 ANY SIZE
PROTOCOL HARDSIDE
LUGGAGE
reg. \$180-\$220

UP TO 60% OFF
LUGGAGE
select styles



SPOTLIGHT DEAL
29.99
AFTER \$10 MAIL-IN REBATE**
COOKS 12-PC. STAINLESS
STEEL COOKWARE SET
sale \$39.99
reg. \$100
**See page 3 for terms and limitations.



RED ZONE

NEW MARKDOWNS—HURRY IN STORE!

CLEARANCE 60-80% OFF

Selections may vary by store, while supplies last. Clearance percentages are based on regular and original prices. Intermediate markdowns may have been taken.