

## NEWS RELEASE

# JCPenney Kicks Off 'Really Big Deal Reveals' During Gameday on Prime Video

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Retailer debuts a new 16-week marketing campaign featuring celebrity partners hyping new surprise deals each week

PLANO, Texas--(BUSINESS WIRE)-- JCPenney, the iconic American retailer, is thrilled to announce a season-long series of Really Big Deal reveals in collaboration with celebrity brand partners during gameday on Prime Video, beginning Thursday, September 12. This exciting campaign brings exclusive offers and promotions to millions of football fans, blending the thrill of the game with unbeatable savings.

Viewers can tune in to discover the latest JCPenney Really Big Deal, unveiled by a lineup of star-studded personalities. These surprises, accessible Friday through Sunday online and/or in stores while supplies last, change weekly and are designed to offer incredible value on a wide range of products, from fashion and home goods to beauty and more, making JCPenney the go-to destination for holiday shopping. (Photo: Business Wire)

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and/or in stores while supplies last, change weekly and are designed to offer incredible value on a wide range of products, from fashion and home goods to beauty and more, making JCPenney the go-to destination for holiday shopping.

"Football season is a time for family and friends, teamwork and celebration, and we're excited to bring that same spirit to our customers with these Really Big Deal reveals," said JCPenney's Chief Merchandising and Supply Chain Officer Michelle Wlazlo. "Each of the deals are some of the most popular items and services across our store and are being offered at an extraordinary value. This is a fun opportunity for JCPenney to shine in front of a primetime

audience every week, creating excitement and anticipation for what's to come next."

Spanning 16 weeks, the creative TV-spot features some of America's most beloved celebrity personalities tossing a football and engaging with each other about the Really Big Deals, including Shaquille O'Neal, Martha Stewart, Gabrielle Union, Walker Hayes and Jenny Martinez. Each were carefully selected because of their relatability and their connection with JCPenney through their product lines including Shaquille O'Neal XLG big and tall apparel, Martha Stewart home goods, Flawless by Gabrielle Union haircare, the limited-time Walker Hayes for JCPenney collection and Mesa Mia! dinner and cookware by Jennifer Martinez.

"This marks the second year of JCPenney's involvement with Prime Video's football broadcast," said Carl Byrd, vice president of creative and brand synergy at JCPenney. "Last season, JCPenney sponsored the post-game show and saw significant increases in consideration, awareness, and positive sentiment. This year we knew we wanted to make things bigger, and worked to create a campaign that delivers energy, personality and humor with our celebrity partners, which are some of the biggest names in entertainment."

The campaign was developed by JCPenney's in-house creative agency, edited by Camp Lucky and produced in partnership with Jersey Legends Productions, a multi-media company co-founded by Shaquille O'Neal and Michael Parris.

In addition to airing commercials, the campaign is supported by a comprehensive 360-degree marketing plan, including promotion across social media, online video, email and in-store signage. A Spanish-language version of the TV spot was also created, set to air on streaming services, YouTube TV, Vevo (HM), Univision and Peacock (SPA) and features well known Mexican-American chef and social media creator, Jenny Martinez, with the voiceover provided by Emmy Award-winning sports commentator Miguel Gurwitz.

This initiative is part of JCPenney's broader commitment to delivering exceptional value and excitement to its customers. With a rich history of providing quality products at competitive prices, JCPenney continues to innovate and find new ways to serve its diverse customer base.

For media assets, please visit the [JCPenney Newsroom](#).

## ABOUT JCPENNEY

JCPenney is the shopping destination for America's diverse, working families. With inclusivity at its core, the Company's product assortment meets customers' everyday needs and helps them commemorate every special occasion with style, quality and value. JCPenney offers a broad portfolio of fashion, apparel, home, beauty and jewelry from national and private brands and provides personal services including salon, portrait and optical. The

Company and its 50,000 associates worldwide serve customers where, when and how they want to shop – from [jcp.com](http://jcp.com) to more than 650 stores in the U.S. and Puerto Rico.

In 2022, JCPenney celebrated 120 years as an iconic American brand by continuing its legacy of connecting with customers through shopping and community engagement. Please visit JCPenney's **Newsroom** to learn more and follow JCPenney on **Facebook**, **Instagram**, and **Twitter**.

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