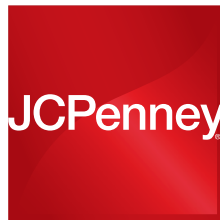


15% OFF
your next regular, sale or
clearance priced store purchase



Every Day Matters™
jcp.com

"JCPenney Email Survey" 15% off savings coupon does not apply to Value Right, "2 or more" prices, Cosmetics & Fragrances, Cookware, Cutlery & Gadgets, Jewelry Bonus Buys, Floor Care, Furniture & Mattresses, Personal Care Appliances, Small Appliances and Electronics, Clarks, Columbia Sportswear Co., Easy Spirit, Hunter Douglas, Levi's, Outlet Stores, Services, Salon Services & Service Contracts, or Gift Card/e-Gift Cards, prior purchases, and all jcp.com/catalog merchandise." Discounts cannot be combined with any other discount coupon/certificate or applied to orders currently being processed. No Cash Value. One coupon per customer. Coupon must be surrendered at the time of purchase. Unauthorized duplications, reproductions or facsimiles of this coupon cannot be accepted. Discount is applied to all qualifying items purchased on a prorated basis; any applicable refunds will be given in prorated amount. Discount does not apply to Buy One Get One offers during selected storewide savings events. JCPenney Associate and Retired Associate purchases are excluded from this offer. Only one "JCPenney Email Survey" coupon per household may be redeemed prior to October 1, 2007.

Offer valid through 10/01/2007



MC44497400000000000000