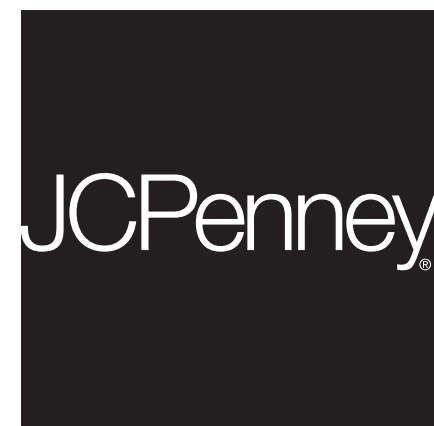


VETERANS' DAY SALE! EXTRA 15% OFF



ALREADY-REDUCED SALE PRICES WHEN YOU USE YOUR JCPENNEY CARD! SAVE ON REGULAR PRICES TOO!
Some exclusions apply. See below for details.

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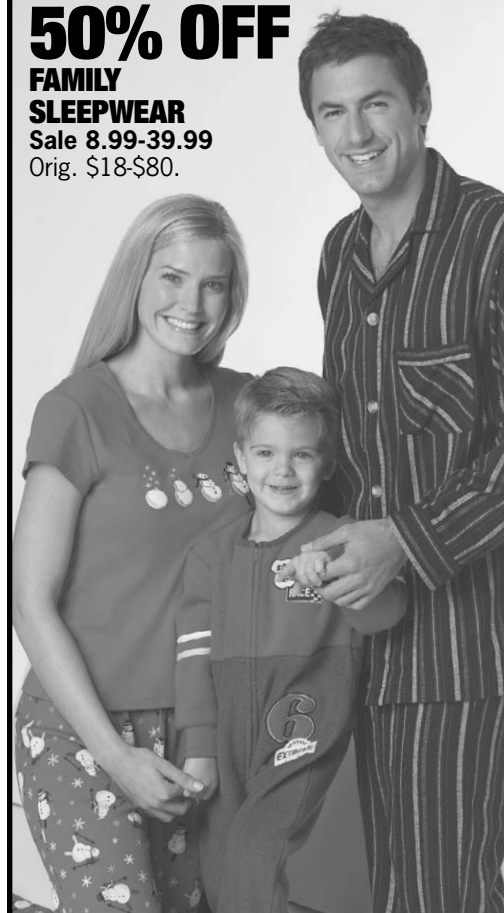
2 DAYS ONLY! • FRIDAY & SATURDAY • NOVEMBER 10 & 11

**ENTIRE STOCK
50% OFF
OUTERWEAR FOR THE FAMILY**
Sale 24.99-199.99
Orig. 49.99-399.99.

Excludes Nike, X-Games, Avirex, team and Columbia Sportswear Co., plus Southpole and Miss Bisou for Juniors. Items not available in most Florida JCPenney stores or Corpus Christi, Texas, location.



**50% OFF
FAMILY
SLEEPWEAR**
Sale 8.99-39.99
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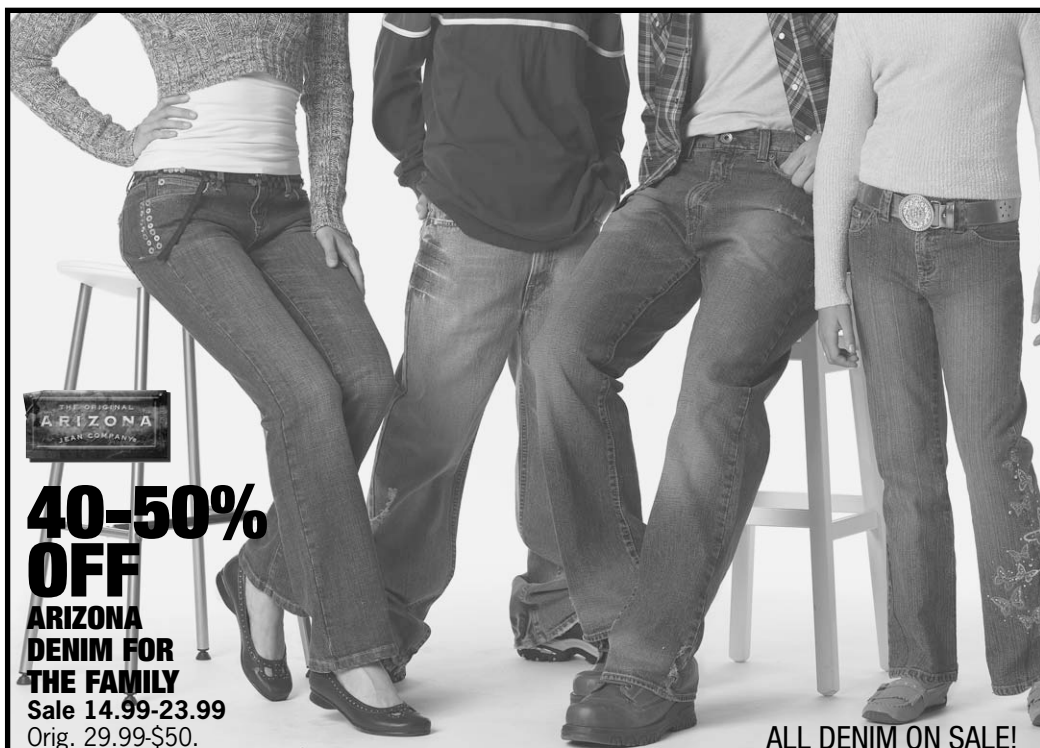


**ENTIRE STOCK
50% OFF
MEN'S
LEATHER
OUTERWEAR**
Sale 99.99-149.99 Orig. \$200-\$300.



**40-50% OFF
ARIZONA
DENIM FOR
THE FAMILY**
Sale 14.99-23.99
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ALL DENIM ON SALE!



**ENTIRE STOCK
40-50% OFF
BLANKETS
& TROWS**
Sale 11.99-119.99
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baby sale

- all layette
- all sets
- all separates
- all rompers
- all basics

- all gifts
- all bedding
- all blankets
- all plush
- all diaper bags

**2/\$10
OKIE-DOKIE®** Separates. Sizes 12-24 mos. and 2T-5T. Orig. 7.99 ea.

**50% OFF
OKIE-DOKIE®** Sleepwear. Sale 8.99 Sizes 12-24 mos. and 2T-5T. Orig. \$18.

OKIE-DOKIE

**9.99
CARTER'S®** Jump suits and sets. Sizes 0-12 mos. Orig. \$16.

CARTER'S



DIAMOND SHOWCASE SALE

**20-60% OFF
FINE JEWELRY & WATCHES**

**EXTRA SALE-PRICED
15% OFF FINE JEWELRY
AND WATCHES** WITH YOUR JCPENNEY CARD



**PLUS NO PAYMENTS, NO INTEREST UNTIL DEC. 2007
ON FINE JEWELRY AND WATCH PURCHASES OF \$500 OR MORE
MADE NOVEMBER 8-14, 2006, ON YOUR JCPENNEY CARD**

NO PAYMENTS, NO INTEREST UNTIL DECEMBER 2007. Must request at time of purchase. Offer applies to Fine Jewelry and Watch purchases of \$500.00 or more made 11/8/06-11/14/06 from JCPenney Stores (excludes Outlet store, Catalog and Internet purchases, deposit on special orders and purchases on Personal Payment Plan accounts) on either a JCPenney consumer credit card account or a JCPenney Rewards MasterCard account. No finance charges assessed and no payments required on promotional purchases until promotion ends. Promotional terms apply for 12 months after promotional purchases are charged to your account. If minimum monthly payments on any other balances on your account (including optional credit insurance charges) are not paid when due, promotional terms may be terminated. Subject to credit approval. Standard account terms apply to non-promotional purchases and, after promotion ends, to promotional purchases. The APR on the JCPenney consumer credit card account is 21% (residents of PR and USVI 19.8%). An APR of 24.99% (residents of PR and USVI 23.8%) may apply to JCPenney consumer credit card accounts if payment is not made when due. Minimum Finance Charge is \$1.00 (none for residents of PR and USVI) for JCPenney consumer credit card accounts. Existing JCPenney consumer credit card and JCPenney Rewards MasterCard accountholders should see their credit card agreement for their standard account terms.

†Extra 15% Off Fine Jewelry & Watches on your JCPenney card effective 11/08/06-11/14/06. The following purchases do not qualify for this discount: Clearance, Value Right, Buy 1 Get 1 promotions, Super Hot Buys, trunk shows, special orders, Gift Cards/e-Gift Cards, service agreements, services, prior purchases, or orders currently being processed, and cannot be used with any other offer or coupon. JCPenney Card purchases subject to credit approval. Intermediate markdowns may have been taken on Original/Regular prices.

15% DISCOUNT FOR INTERNET/CATALOG ORDERS shop jcp.com and check "yes" under "discounts", then key CARD41B in the "promotional code" box during checkout or call 1-800-222-6161 and ask for code CARD41B. Current JCPenney catalogs are available at your local store. 15% Discount does not apply to purchases of: Clearance, Value Right, "2 or more" prices, Cosmetics & Fragrances, Cookware, Cutlery & Gadgets, Jewelry Bonus Buys, Floor Care, Furniture & Mattresses, Made-to-Measure Window Coverings, Personal Care Appliances, Small Appliances and Electronics, Clarks, Columbia Sportswear Co., Easy Spirit, Levi's, Outlet Stores, Salon Products, Services and Service Contracts, Gift Card/e-Gift Cards, prior purchases, and the following additional Catalog/Internet merchandise purchases: Jodee Catalog, JCPenney Custom Fit Clothing, Combo/Clearance/Online Outlet Prices, Fine China, Housewares, Infant (Bedding/Furniture/Wheeled Goods/Accessories), Musical Instruments, Pet Items, Pools, Scooters, Slipcovers, Sporting Goods, Toys, Video Games, AeroBed, Grand Patrician, Oreck, Teleflora, Yankee Candle. Discounts cannot be combined with any other discount coupon/certificate or applied to orders currently being processed. JCPenney Card purchases subject to Credit approval. Offer valid now through November 11, 2006.

JEWELRY SALE prices effective through 11/14/06, unless otherwise noted. Regular prices reflect offering prices which may not have resulted in actual sales. Any event designated as a "sale" always excludes Special Buys, Trunk Shows, Custom-ordered Fine Jewelry, Pre-owned Jewelry, Jewelry Care Plans, Catalog/Internet Jewelry, items sold every day in multiples of two or more, and Value Right and Everyday Value items which are sold at our best price every day. 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 consist of fewer than 17 facets. Diamond sale includes only that jewelry where diamonds constitute the greatest value. Diamond accents may not constitute greater value than gold. Gemstones may have been treated and may require special care. 10k and 14k gold in our assortments. Available only at JCPenney stores with Fine Jewelry departments. Merchandise shown is representative of our assortment. Selection may vary by store. Some merchandise may not be available at every store. Clearance excludes Sale, Value Right, Everyday Value, Catalog/Internet and Outlet stores, prior purchases, Buy One Get One Promotions, coupons and Scratch & Save offers. Percentages off regular prices or original prices, as shown. Actual Savings may exceed stated percentage off. "Regular" and "Original" prices reflect offering prices which may not have resulted in actual sales. "Original" prices may not have been in effect during the past 90 days or in all trade areas. Intermediate markdowns may have been taken on original-priced merchandise. Clearance items are available while supplies last.



Sale prices effective through Saturday, 11/11/06, unless otherwise noted. Percentages off regular prices or original prices, as shown. Actual savings may exceed stated percentage off. "Regular" and "Original" prices reflect offering prices which may not have resulted in actual sales. "Original" prices may not have been in effect during the past 90 days or in all trade areas. Any event designated as a "sale" excludes Value Right merchandise and items sold every day with discounts if purchased in multiples of "2 or more." Intermediate markdowns may have been taken on original-priced merchandise. Clearance items are available while supplies last. Merchandise selection may vary from one JCPenney store to another. Catalog/Internet merchandise and prices may vary from those offered in JCPenney stores. Some in-store discount offers may not apply to Catalog and Internet orders.

To find the JCPenney store nearest you, call 1-877-FIND JCP (1-877-346-3527) or go to jcp.com!