

EASTER SALE! | WEDNESDAY-SATURDAY, APRIL 16-19

JCPenney
when it fits, you feel it™ | jcp.com

**BIG
BUYS**
WED-SAT
WHILE THEY LAST!

OUR BIGGEST SALE OF THE SEASON

RISE & SHINE TO EARLY SAVINGS SATURDAY,
STARTING AT 9AM. HUGE DEALS, GREAT
STYLES—ALL ON YOUR SCHEDULE!

+ JCP REWARDS DOUBLE POINTS EVENT* APRIL 16-19

*See below for details.

HUNDREDS OF
NIGHT
& DAY

DOORBUSTERS
IN STORE ONLY | FRIDAY 10AM-CLOSE | SATURDAY 9AM-1PM

Prices effective 4/16/14-4/19/14, unless otherwise noted. Items are subject to availability and may not be available in all JCPenney stores or at jcp.com. "Original" and "regular" prices are offering prices that may not have resulted in sales, and intermediate markdowns may have been taken. "Original" prices may not have been in effect during the past 90 days or in all trade areas. JCPenney reserves the right to limit returns or exchanges without a valid receipt. "Sale" events exclude Best Value merchandise. "Original" and Best Value items will remain at advertised prices after event. Percentages off original or regular prices, as shown, unless otherwise noted. Actual savings may exceed stated percentage off. "Our biggest sale of the season" refers to the most items on sale for the longest duration (4/16/14-4/19/14) during the period from 2/2/14 through 4/19/14; a future sale of a shorter duration may have more items on sale. *jcp rewards Double Points Event: Earn 2 points for every \$1 spent on qualifying purchases 4/16/14-4/19/14. Start earning today—see a store associate for more details or to sign up for jcp rewards. 11pp

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