

# JCPenney

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## BILLION DOLLAR JEWELRY SALE

**NEW JCPENNEY CREDIT CARD MEMBERS  
SHOP JCPENNEY AND JCP.COM SEPT. 11-23**

WITH YOUR JCPENNEY CREDIT CARD

**EXTRA 20% OFF\***

orig, reg, sale & clearance-priced Bijoux Bar, fine & fashion jewelry; or an **EXTRA 10% OFF\*** watches

\*Some restrictions and exclusions apply. See right for details.



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WITH ANY FORM OF PAYMENT

**EXTRA 15% OFF\***

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ONLINE CODE: BLLNDLLR

\*Extra 20% off select original, regular, sale & clearance-priced Bijoux Bar, fine and fashion jewelry purchases with your JCPenney Credit Card or extra 15% off with any other method of payment. Extra 10% off select watches with any method of payment. Each offer good in store and at jcp.com, excluding taxes and shipping charges, 9/11/14-9/23/14. JCPenney Credit Card must be used to get the 20% off discount. Coupon must be presented at time of purchase to receive discount. Does not apply to **Doorbusters, Big Buys, Best Value, Jewelry Trunk Shows, the Diamond Vault, TechnoMarine Watches, Personalized Jewelry, 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. Coupon cannot be used for payment on account. Coupon cannot be redeemed as cash or merchandise credit if merchandise is returned. **Subject to credit approval.** No cash value.

**INSTRUCTIONS FOR JCP.COM ORDERS:** Enter online code when prompted at checkout or call 1.800.322.1189 and mention the code.

**ASSOCIATE INSTRUCTIONS:** For new JCPenney Credit Card accounts only. Hand this flyer to the customer, plus a New Account benefits package for all new JCPenney Credit Card accounts opened between 9/11/14-9/23/14. One per new account opened.

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