

ENTER OUR GRAND OPENING

SWEEPSTAKES

Register to Win a Paul Frank Blue Julius Cruiser Bike!

One (1) Paul Frank Blue Julius 26" Wheel Cruiser Bicycle to be awarded. Assembly may be required.

OFFICIAL ENTRY FORM

JCPenney 33rd & 6th
901 Avenue of the Americas, Suite 137
New York, NY 10001

Sunday, July 26 - Monday, September 7, 2009

Just complete the entry form and drop in entry box at the JCPenney store at 33rd & 6th. Entrants must be legal resident of the continental United States, 13 years or older (by 9/7/09) to participate. See details on back. Potential winner will be selected from all eligible entries received in a random drawing held on or about September 23, 2009. **NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. SWEEPSTAKES ENDS SEPTEMBER 7, 2009. VOID WHERE PROHIBITED. NEED NOT BE PRESENT TO WIN.**

(Please print clearly)

JCPENNEY NEW STORE OPENING-PAUL FRANK BLUE JULIUS CRUISER BIKE SWEEPSTAKES. Official Rules: JCPenney 33rd & 6th, 901 Avenue of the Americas, Suite 137, New York, NY 10001.

1. PAUL FRANK BLUE JULIUS CRUISER BIKE SWEEPSTAKES. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. NEED NOT BE PRESENT TO WIN. Complete the information requested on the Official Entry Form and deposit in an entry box at the JCPenney 33rd & 6th store by close of business September 7, 2009. Limit one entry per person, per store, per day. Alternate means of entry: on a 3"x 5" piece of plain paper, hand print the following: complete name, complete address (no P.O. Box), telephone numbers (day and evening), age, date of birth (dd/mo/yr) and the words: JCPenney, Paul Frank Bicycle Sweepstakes. Mail entry in a #10 envelope to: Entry, JCPenney - Paul Frank Bicycle Sweepstakes, P. O. Box 6000, Dept. JA, Manhasset, NY 11030-6000. Limit one entry per outer envelope. No mechanical reproductions or photocopies of entries accepted. All mailed entries must be postmarked by September 8, 2009, and received no later than September 16, 2009. Sponsor assumes no responsibility for lost, late, damaged, misdirected, incomplete, illegible or postage-due mail or entries. All entries become the property of JCPenney and will not be returned. 2. Eligibility: Entrants must be legal residents of the continental United States, 13 years of age or older at time of entry (by 9/7/09). Employees of J. C. Penney Corporation, Inc., Saatchi & Saatchi, Inc., OMD, Prometheus Media Services, Marden-Kane, Inc., their respective affiliates, subsidiaries, distributors, sales representatives, advertising and promotion agencies and members of their immediate families (parents, spouse, siblings, and children) regardless of where they live and members of the households of each (whether related or not) are not eligible to participate. 3. Prizes: One (1) Grand Prize: Paul Frank Blue Julius Cruiser Bicycle. (Actual Value \$380.) Total Retail Value of prize: \$380. Assembly may be required. All other expenses not specified above are the winners' sole responsibility. Only the number of prizes stated herein will be awarded. Odds of winning depend on the total number of eligible entries received from all methods of entry combined. 4. **Potential winner will be selected from all eligible entries received in a random drawing held on or about September 23, 2009**, by an independent judging organization whose decisions are final in all matters relating to this Sweepstakes. Prize will be awarded. Prizewinner will be notified via Federal Express overnight delivery on or about September 30, 2009, and will be required to execute an affidavit of eligibility/liability release, all of which must be completed, signed and returned within seven (7) days from the date which documents are sent to the potential winner. Failure to comply within the time period and/or conditions outlined above may result in

disqualification and selection of an alternate winner. Prize is not transferable. No prize substitutions will be made except at Sponsor's sole discretion. In case of unavailability of the prize offered, Sponsor reserves the right to substitute a prize of equal or greater value. Any and all taxes on the prize are the sole responsibility of the winner. If prizewinner is deemed a minor in the continental United States, prize will be awarded to a parent or legal guardian (in minor's name) who must sign and return all required documents. If a potential winner does not wish to accept the prize, an alternate will be selected from all remaining eligible entries received. If prize notification letter or any prize is returned as undeliverable, prize will be forfeited and awarded to alternate winner. By accepting prize, winner consents to the use of his/her name and/or likeness for advertising, promotional or trade purposes without additional compensation, where permitted by law. 5. This Sweepstakes is subject to applicable federal and state laws. Void outside the continental United States, Hawaii, Alaska, Puerto Rico, other U.S. territories and possessions and where prohibited by law. By accepting the prize, winner releases Sponsor, its directors, its affiliates and their agencies (including, but not limited to its advertising and promotional agencies) and employees from any and all liability, injury, loss or damage of any kind resulting from participating in this promotion or from acceptance, possession, use or misuse of any prize that may be awarded, and acknowledges that said parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, expressed or implied in fact or law relative to any prize including, but not limited to its quality, mechanical condition or fitness for a particular purpose. 6. To obtain the names of winners, send a self-addressed, stamped envelope by November 15, 2009, to: Winners List, JCPenney - Paul Frank Bicycle Sweepstakes, c/o Marden-Kane, Inc., 36 Maple Place, Manhasset, NY 11030. 7. Sponsor: J. C. Penney Corporation, Inc.: 6501 Legacy Drive, Plano, TX 75024. Administrator: Marden-Kane, Inc., 36 Maple Place, Manhasset, NY 11030. ©2009, J. C. Penney Corporation, Inc.

Opt-out - If you do not wish to receive future sweepstakes/promotional information, please direct your request to: JCPenney, P.O. Box 1270, Milwaukee, WI 53201-1270.