



To: Store Manager and/or
Jcpservices supervisor

From: Pat Ollek, Project Manager Revenue Business

Date: September 1, 2011

RE: Pat Henry Group Merchandiser Holiday 2011 Visits

This letter authorizes the Pat Henry Group to merchandise the Bella Bug Gift Wrap program in your store. The purpose of this particular merchandisers' visit is to assist the jcp services supervisor in setting the new Holiday 2011 gift bag assortment, roll wrap, bows, name tag sheets, and replenish/straighten the all occasion greeting card fixture, bows, ribbons, and all occasion gift bags.

If time permits, the merchandiser will also help with setting the CSCs or stand alone fixtures (for our off mall locations) with the holiday reusable gift bags also arriving at the same time the holiday gift wrap arrives in your stores. **Jcpservices supervisors** - please reference the holiday set guide posted on the Gift Wrap website for guidance in setting all holiday gift wrap product.

The Merchandisers are here to assist with straightening and replenishing the various gift wrap product. Please guide the merchandisers to the back stock area where your replenishment gift wrap is located, as requested and/or needed. Day to day straightening and replenishing is the responsibility of the jcp services supervisor.

Holiday 2011 gift bags, bows, roll wrap, and name tag sheets will be arriving at your store during the weeks of October 3rd and October 10th. Pictures of the planogram will be provided on your merchandiser visit. The pictures will also be posted on the Gift Wrap website along with the holiday set guide for reference.

Please partner with your designated Pat Henry Group merchandiser to provide our customers with a positive gift wrap shopping experience in your store. Your support of the gift wrap program is greatly appreciated and I truly believe is a winning situation for our customers' gift wrap needs providing a one stop shopping experience for her busy schedule.

Your merchandiser will be asking the month that your store goes through the inventory process. Please give them this information. The information will assist me in knowing when your stock ledger is adjusted and correct demand exists for gift wrap replenishments for your store.

If you have any questions or concerns, please contact me at pollek@jcpenny.com or 972 431-1725 and I will be more than happy to assist you.