

**Business Casual Video News Release**  
**JCPenney Company, Inc.**

**VIDEO**

**AUDIO**

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CG:

Business Casual VNR

(1:47) VNR without

(3:34) Additional Sound

Bites and B-Roll

Split Audio:

Ch. 1 - Narrator VO

Ch. 2 - Natural Sound/  
Sound Bites

CG and DVE:

Business Casual VNR

(Supers/DVE Head Shots)

Malaika Layne

Staffing Manager

Frito-Lay, Inc.

Lucille Klein

Women's Fashion Director

JC Penney Company, Inc.

Michael Hand

Vice President and

General Manager

The NPD Group, Inc.

CG:

Business Casual VNR

Suggested Anchor Intro:

*Corporate America is  
taking on a whole new*

*look and it's affecting  
the way three out of  
four employee's are  
preparing for work.  
Nancy Jay explains.*

CG:

Business Casual VNR

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JCPenney Company, Inc.  
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B-Roll of khaki slacks,  
T3(01:11:48:03)  
and City Shorts

T3(01:18:49:ish)  
2 Frito-Lay Employees

In Hall Way T6(04:05:12:23)

2 Frito-Lay Employees  
Outdoors T6(04:08:01:02)

or T6( 05:16:22:27)

Malaika Layne  
T6(04:00:38:01)

**Denim shirts, sports coats,  
khaki slacks and even...  
...city shorts are now  
considered  
appropriate business attire...  
...at some of the most  
buttoned-  
up corporations in America.**

**For some companies, this  
dressed down -- or business  
casual look -- is just for  
Fridays.**

**Others, like Frito-Lay, have  
made every day -- a casual  
one.**

“Our employees basically wear  
whatever they feel comfortable  
in...within reason...for a business  
environment.

(04:50:29)

JCPenney Models  
T5 (03:15:56:00)

Lucille Klein

T5(03:12:05:15)

(03:12:14:26)

Mike Hand B-Roll

T2(02:06:38:24)

Michael Hand  
T1(01:11:35:22)

(01:11:44:05)

Underground  
T3(01:28:00:17)  
or T3(01:14:28:15)

30ish W. Women

The fashion decision for the day is based on what you have on your schedule and who you're meeting with."

**And, while there will probably always be a place for suits in the boardroom -- Retailers have seen a DRAMATIC surge in consumer demand for business casual.**

"Do you realize that there are over eighty five MILLION people already wearing it?

Which really means that it is in the majority of offices already."

**Independent research confirms the popularity of the trend.**

"We've found that it IS a phenomena. People are wearing...and do want to wear...because it's a benefit to them...casual clothing."

**And, what do the people WEARING business casual think?**

"We enjoy it...it's a lot easier to

T3(01:10:57:14)

come to work...it takes less time getting dressed in the morning.”

20ish W. Man  
T3(01:12:48:27)

“I like it because I don’t spend any money on dry cleaning...I do my own laundry...so(shrug).”

40ish H. Woman  
T3(01:04:00:16)

“The reason...my company does it because they feel...they want us to concentrate more on our performance than on how we look.”

20ish B. Woman  
T3(01:06:31:18)

“Everybody loves it! Cause its like I said...You can be...you know...comfortable...you know...be yourself...be free...be loose...it’s great(laughs)!”

35ish W. Male  
T3(01:16:44:15)

“Personally...I’d like to know the guy who invented this...cause I think it’s a great thing!”

Male & Female in Office  
T2(02:03:07:10)  
Male laughing on phone  
T2(02:16:22:17)

**For once, the experts -- and EVEN labor and management -- seem to be in complete agreement.**

3 People walking hall way  
T2(02:19:17:19)

**Business Casual is big. And -- its here to stay.**

Fade to Black

**Nancy Jay reporting.**

Additional Soundbites  
and Extended B-Roll

Loop up to 30 minutes