

# Holiday Hints

## Avoid The Doghouse

(NAPSA)—For decades, when men have messed up, they've been banished to "the doghouse" by their wives or girlfriends.

The tradition continues—only now the doghouse is digital. JCPenney is taking steps this holiday season to teach some old dogs new tricks with [www.BewareOfTheDoghouse.com](http://www.BewareOfTheDoghouse.com). In an effort to put an end to thoughtless presents, [BewareOfTheDoghouse.com](http://BewareOfTheDoghouse.com) enables women to retrain their guys in the fine art of gifting—in this case, the gift of fine diamonds.

"Women love gifts that are bright, shiny and beautiful," said Beryl Raff, executive vice president, JCPenney Fine Jewelry. "And guys, that means diamonds, not a vacuum cleaner. You can't go wrong with a Journey diamond pendant, a Past, Present, Future three-stone ring or the perennial favorite, diamond solitaire earrings."

Men can visit the Web site and view an amusing film showing them what life in the doghouse is like. The "Learn How to Get Out of the Doghouse" button will lead them to valuable information about how to stay in her good graces this holiday season. A partnership with Facebook® Connect will allow avenging females the opportunity to put offending friends in The Doghouse for all to see. And if the gift-challenged guy is just in need of a "tap on the nose," his lady can send him an



### **Avoiding the doghouse starts with choosing the right gifts.**

e-mail warning, giving him one last chance to avoid the doghouse this holiday season.

"'Beware of the Doghouse' is a great example of how we continue to use innovative ways to reach our customers beyond our traditional marketing components," said Ruby Anik, senior vice president of brand marketing at JCPenney. "This fun and humorous take on gift-giving allows us to engage with a younger consumer on their terms and is another way we're inviting them to celebrate the joy of giving with JCPenney this holiday season."

The Web site is active beginning November 21 and will be welcoming visitors (and smart doghouse avoiders) until December 28. For more information, visit [www.BewareOfTheDoghouse.com](http://www.BewareOfTheDoghouse.com).