

**J. C. Penney Company, Inc. to Report Third Quarter 2015 Financial Results on
November 13, 2015 at 7:30 a.m. ET
Conference Call and Webcast at 8:30 a.m. ET**

PLANO, Texas – (October 29, 2015) – J. C. Penney Company, Inc. (NYSE: JCP) announced today that it will release its third quarter 2015 financial results on Friday, November 13, at 7:30 a.m. ET. The news release will be followed by a live conference call and webcast conducted by Chief Executive Officer Marvin Ellison and Chief Financial Officer Ed Record that will begin at 8:30 a.m. ET.

To access the conference call, please dial (866) 314-5232, or (617) 213-8052 for international callers, and reference 69064429 participant code or visit the Company's investor relations website at <http://ir.jcpenny.com>. Supplemental slides will be available on the Company's investor relations website approximately 10 minutes before the start of the conference call.

Telephone playback will be available for 7 days beginning approximately two hours after the conclusion of the meeting by dialing (888) 286-8010, or (617) 801-6888 for international callers, and referencing 76116861 participant code.

Investors and others should note that we currently announce material information using SEC filings, press releases, public conference calls and webcasts. In the future, we will continue to use these channels to distribute material information about the Company and may also utilize our website and/or various social media to communicate important information about the Company, key personnel, new brands and services, trends, new marketing campaigns, corporate initiatives and other matters. Information that we post on our website or on social media channels could be deemed material; therefore, we encourage investors, the media, our customers, business partners and others interested in our Company to review the information we post on our website as well as the following social media channels:

Facebook (<https://www.facebook.com/jcp>) and Twitter (<https://twitter.com/jcpnews>).

Any updates to the list of social media channels we may use to communicate material information will be posted on the Investor Relations page of the Company's website at www.jcpenny.com

Media Relations:

(972) 431-3400 or jcpnews@jcp.com

Investor Relations:

(972) 431-5500 or jcpinvestorrelations@jcpenny.com

About JCPenney:

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation's largest apparel and home furnishing retailers, is dedicated to fitting the diversity of America with unparalleled style, quality and value. Across approximately 1,020 stores and at jcpenny.com, customers will discover a broad assortment of national, private and exclusive brands to fit all shapes, sizes, occasions and budgets. For more information, please visit jcpenny.com.

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