

J. C. PENNEY COMPANY, INC. TO HOST ANALYST MEETING ON AUG. 17

PLANO, Texas – (Aug. 10, 2016) – J. C. Penney Company, Inc. (NYSE: JCP) announced today that it will host an analyst meeting with its executive leadership on Wednesday, Aug. 17, 2016. Chairman and Chief Executive Officer Marvin R. Ellison will open the event at approximately 10:00 a.m. (EDT). The event will include executive leadership presentations that will outline the Company's three-year key strategies and initiatives. The event will conclude with a Q&A session.

Presentations and the Q&A session will be available via a real-time webcast through JCPenney's investor relations website at ir.jcpenny.com.

A replay of the webcast will be available for 12 months after the conclusion of the meeting at ir.jcpenny.com.

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; Follow us [@jcpnews](https://twitter.com/jcpnews)

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 furnishings retailers, is on a mission to ensure every shopping experience is worth the customer's time, money and effort. Whether shopping jcp.com or visiting one of over 1,000 store locations across the United States and Puerto Rico, customers will discover a broad assortment of products from a leading portfolio of private, exclusive and national brands. Supporting this value proposition is the warrior spirit of over 100,000 JCPenney associates worldwide, who are focused on the Company's three strategic priorities of

strengthening private brands, becoming a world-class omnichannel retailer and increasing revenue per customer. For additional information, please visit jcp.com.

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