

JCPenney Takes Home Peter Glen Award at Retailing Advertising Conference

Award Recognizes Company for its Efforts to Raise Awareness of the Need for Quality Afterschool Programs through the Creation of the JCPENNEY JAM

PLANO, Texas--(BUSINESS WIRE)--

J. C. Penney Company, Inc. (NYSE:JCP) took home the coveted "Peter Glen for Public Service" award at this year's Retailing Advertising Conference for the creation of the "JCPENNEY JAM...THE CONCERT FOR AMERICA'S KIDS," the largest project ever undertaken in America to raise awareness about the need for working families to have access to quality afterschool programs.

Hosted by Dr. Phil and Robin McGraw and music-directed by David Foster, the live concert was filmed on June 14, 2006, in Los Angeles and later broadcast as a one-hour special on the CBS Television Network on Aug. 22, 2006. Viewers tuned in to enjoy performances by a multi-genre lineup of music icons including renowned artists Jon Bon Jovi, Sting and Mary J. Blige, country superstars Kenny Chesney, Sara Evans and Martina McBride, jazz star Chris Botti, rock supergroup 3 Doors Down, legendary vocal tenor Andrea Bocelli, Latin GRAMMY(R) winning pop star Alejandro Sanz and GRAMMY(R) winning R&B artist John Legend. Furthermore, sales from a DVD / CD twin-pack of the entire three-hour JCPenney JAM concert, along with a special DVD by Dr. Phil and Robin McGraw entitled "A Real World Afterschool Partnership" and individual JAM artist CDs, went to support the JCPenney Afterschool Fund initiative. The items were available exclusively at JCPenney stores and online at jcp.com.

"In order to bring this critical issue into the national spotlight, JCPenney wanted to create an effective vehicle to reach working parents across the country. From that emerged "The JCPenney JAM...The Concert for America's Kids," said Mike Boylson, chief marketing officer for JCPenney. "With the help of the participating musicians and influential partners such as the NFL, the JCPenney JAM television special reached millions of Americans and generated a great deal of support for the afterschool cause."

The growing problem of inadequate afterschool supervision for America's youth cuts across all ethnic, income and demographic boundaries. Studies show that 14.3 million children in the United States are unsupervised after school between the hours of 3 p.m. and 6 p.m. each day. Studies also show that youth are at greater risk of involvement in crime, drug abuse and other destructive behaviors during these hours. High-quality afterschool programs keep children safe and help to produce life-changing, lasting benefits, including healthier lifestyles, improved social skills and enhanced academic performance.

"The JCPENNEY JAM served a significant role in raising awareness of the need for access to quality afterschool programs," said Michael Theilmann, chairman of the JCPenney Afterschool Fund. "We are very grateful to JCPenney and all those who participated in the JCPenney JAM for supporting our nation's most valuable resource, our children."

This school year, more than 15,000 children across the nation are participating in high-quality afterschool programs thanks to the JCPenney Afterschool Fund and its contribution of more than \$7 million in grants. Furthermore, JCPenney contributed over \$1.5 million in gift cards in support of the JCPenney Afterschool Fund grants. Each child who received a grant also received a JCPenney gift card to help with the purchase of clothing and supplies for the school year. The JCPenney Afterschool Fund continues working toward the day when all children in America will have access to life-changing afterschool programs that help them reach their full potential.

About JCPenney

J. C. Penney Corporation, Inc., the wholly owned operating subsidiary of J. C. Penney Company, Inc., is one of America's largest department store, catalog, and e-commerce retailers, employing approximately 151,000 associates. As of Feb. 3, 2007, J. C. Penney Corporation, Inc. operated 1,033 JCPenney department stores throughout the United States and Puerto Rico. JCPenney is the nation's largest catalog merchant of general merchandise, and jcp.com is one of the largest apparel and home furnishings sites on the Internet.

Source: J. C. Penney Company, Inc.