

JCPenney Announces Grand Opening of 10 New Stores

PLANO, Texas--(BUSINESS WIRE)--

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation's largest department store retailers, today announced the opening of 10 new stores nationwide as it continues to grow and enhance its store base throughout the country.

In addition to being fully stocked with fresh, trend-right merchandise, the new stores showcase JCPenney's major brand concepts, American Living(TM) and Sephora Inside JCPenney. American Living, introduced in February as the largest brand launch in Company history, is an updated classic lifestyle brand for women, men, children and home developed exclusively for JCPenney by Global Brand Concepts, a division of Polo Ralph Lauren Corp. Nine of the 10 stores also include a Sephora Inside JCPenney boutique, a 1,500-square-foot beauty concept filled with some of the most desired brands in makeup, skincare, fragrance, and accessory products.

"We remain committed to our goal of expanding our business and ensuring that we have stores positioned to meet customer demand," said Michael Dastugue, senior vice president and director of property development. "With today's openings, we're able to expand our offering of inspiring merchandise and services, including our major brand concepts American Living and Sephora Inside JCPenney. These two innovative concepts, coupled with our private power brands and diverse base of mall and off-mall stores, provide a distinct competitive advantage and additional reasons for new and existing customers to shop at JCPenney."

Stores celebrating grand openings today are located in the following cities and shopping centers. Addresses, directions and store hours can be found at jcpnewstores.com.

- Lake Havasu City, Ariz., The Shops at Lake Havasu
- Antioch, Calif., The Orchard at Slatten Ranch
- Panama City Beach, Fla., Pier Park
- Spring Hill, Fla., Nature Coast Commons
- Council Bluffs, Iowa, The Marketplace
- Burton, Mich., Courtland Center
- Chesterfield Township, Mich., Waterside Marketplace
- Myrtle Beach, S.C., Coastal Grand Mall
- Rockwall, Texas, The Plaza at Rockwall
- Menomonee Falls, Wis., Crossroads Shopping Center

JCPenney's new stores offer wide aisles, centralized customer service desks and an assortment of services under one roof, including all-occasion portrait studios, expert in-home custom decorating services, and full-service salons offering an array of professional hair and beauty services. In addition, customers can place orders or pick up catalog and Internet purchases at the store. Store layouts make it easy to shop JCPenney's industry-leading selection of private brand apparel and home merchandise, featured alongside major national brands and exclusive designer brands available only at JCPenney.

In honor of the grand openings, the JCPenney Afterschool Fund is contributing grants to local YMCA and Boys and Girls Clubs of America in each of the new stores' markets. The grants will allow three local children in each market to participate in afterschool programs during the school year that will keep them safe and foster their academic, physical and social development. Each child receiving a grant will also receive a JCPenney gift card for school apparel.

About JCPenney

JCPenney is one of America's leading retailers, operating 1,067 department stores throughout the United States and Puerto Rico, as well as one of the largest apparel and home furnishing sites on the Internet, jcp.com, and the nation's largest general merchandise catalog business. Through these integrated channels, JCPenney offers a wide array of national, private and exclusive brands which reflect the Company's commitment to providing customers with

style and quality at a smart price. Traded as "JCP" on the New York Stock Exchange, the Company posted revenue of \$19.9 billion in 2007 and is executing its strategic plan to be the growth leader in the retail industry. Key to this strategy is JCPenney's "Every Day Matters" brand positioning, intended to generate deeper, more emotionally driven relationships with customers by fully engaging the Company's 155,000 Associates to offer encouragement, provide ideas and inspire customers every time they shop with JCPenney.

This release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements, which reflect the Company's current views of future events and financial performance, involve known and unknown risks and uncertainties that may cause the Company's actual results to be materially different from planned or expected results. Those risks and uncertainties include, but are not limited to, general economic conditions, including inflation, recession, consumer spending patterns and debt levels, the cost of goods, trade restrictions, changes in tariff, freight, paper and postal rates, changes in the cost of fuel and other energy and transportation costs, competition and retail industry consolidations, interest rate fluctuations, dollar and other currency valuations, risks associated with war, an act of terrorism or pandemic, and a systems failure and/or security breach that results in the theft, transfer or unauthorized disclosure of customer, employee or Company information. Please refer to the Company's most recent Form 10-K and subsequent filings for a further discussion of risks and uncertainties. Investors should take such risks into account when making investment decisions. We do not undertake to update these forward-looking statements as of any future date.

Source: J. C. Penney Company, Inc.