

JCPenney Welcomes Shoppers to New Store in Colerain, Ohio

Grand Opening Celebration Begins at Stone Creek Towne Center Aug. 3

PLANO, Texas--(BUSINESS WIRE)--

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation's largest department store retailers, is offering shoppers an easy and exciting way to experience style and quality at smart prices with the grand opening of the JCPenney store at Stone Creek Towne Center, located at 3675 Stone Creek Blvd. in Colerain Township, Ohio.

The official grand opening for the new Colerain JCPenney will take place on Friday, Aug. 3, marked by a ribbon cutting ceremony at the store's main entrance at 8:45 a.m. The store is among 14 JCPenney stores celebrating grand openings on the same day nationwide as part of the Company's Long-Range Plan to open 250 new stores through 2011.

"We couldn't be more pleased to be a part of this thriving community," said Kathy Dubbs, JCPenney Store Manager. "JCPenney looks forward to providing an outstanding shopping experience for our Colerain customers. We're inviting everyone to come by and celebrate with us."

Store Highlights: JCPenney + Sephora

The new JCPenney store, covering over 100,000 square feet, offers wide aisles and efficient, convenient customer service centers throughout. The new store layout helps shoppers easily locate major brands such as The Original Arizona Jean Company(R), Chris Madden for JCPenney Home Collection(R), nicole by Nicole Miller(R), Liz & Co. (R), Ambrielle(R), SouthPole(R), Worthington(R), Stafford(R), Bisou-Bisou(R), Carter's(R), Nike(R), CONCEPTS by Claiborne(R) and more.

At the heart of the store is the extraordinary, full-service Sephora beauty boutique. The approximately 1,500-square-foot Sephora inside JCPenney will boast the best that Sephora has to offer, including some of the most desired brands in makeup, skincare, fragrance, and accessory products such as Bare Escentuals(R) and Philosophy(R). It will be staffed by a team of beauty consultants thoroughly trained in the Science of Sephora.

Additional Services

For added convenience, JCPenney at Stone Creek Towne Center provides an assortment of services under one roof, including an all-occasion portrait studio; expert in-home custom decorating services; and a full-service salon offering an array of professional hair and beauty services, as well as products from leading salon brands. In addition, customers can place orders or pick up catalog and Internet purchases at the store's Solutions desk.

JCPenney Afterschool Fund Grants

As part of the Aug. 3 grand opening celebration, the JCPenney Afterschool Fund will contribute grants to the Boys & Girls Club of Greater Cincinnati that will allow three local children to participate in the Club's afterschool programs during the school year. Additionally, J. C. Penney Company, Inc. will provide each child with a \$50 JCPenney gift card for school apparel. The contribution will be presented during the store's ribbon cutting ceremony.

The JCPenney Afterschool Fund, a non-profit, 501(c)(3) organization, was created by J. C. Penney Company, Inc. to provide children in need with access to life-enriching afterschool programs that keep them safe and foster their academic, physical and social development. The JCPenney Afterschool Fund believes that afterschool programs are an important investment in the future of America's children - our nation's most valuable resource. Studies show that 14.3 million children in the U.S. are unsupervised between the hours of 3 p.m. and 6 p.m. each day, placing them at greater risk of becoming victims of crime or engaging in harmful activities.

Grand Opening Activities

Throughout grand opening week, customers can register to win great prizes, including a \$1,000 JCPenney gift card, as well as (50) \$100 gift cards to be used toward any JCPenney purchase. Other activities include product demonstrations, special discounts for the entire family and a free gift for the first 750 Sephora customers.

JCPenney, celebrating 105 years of serving America, has proudly served Ohio shoppers since 1918. The new store

will contribute approximately 200 jobs to Colerain Township's economy. JCPenney at Stone Creek Towne Center will operate Monday through Saturday from 9 a.m. to 10 p.m. and Sunday from 10 a.m. to 8 p.m.

About JCPenney

JCPenney is one of America's leading retailers, operating 1,040 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 2006 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.

Source: J. C. Penney Company, Inc.