

J. C. Penney Company, Inc. to Announce Fourth Quarter 2011 Earnings Results on Feb. 24, 2012, at 8:00 am ET

PLANO, Texas, Feb. 16, 2012 /PRNewswire/ -- J. C. Penney Company, Inc. (NYSE: JCP) announced today that it will release the Company's fourth quarter and full-year 2011 financial results on Friday, Feb. 24, 2012, at approximately 8:00 a.m. ET.

(Logo: <https://photos.prnewswire.com/prnh/20110222/DA51975LOGO>)

Following the release, jcpenny will publish pre-recorded remarks to provide further commentary on the Company's financial results. These remarks will be available via telephone and webcast replay beginning at approximately 8:30 a.m. ET. To access the pre-recorded comments, please dial (866) 519-1043 or (585) 295-5443 for international callers. The webcast replay may be accessed via the Company's Investor Relations page at ir.jcpenny.com, or on streetevents.com (for subscribers) or investorcalendar.com for up to 90 days after the event.

The Company reiterated it will commence live quarterly face-to-face question-and-answer sessions in New York City with members of the financial community starting in May 2012, following jcpenny's first quarter 2012 earnings announcement.

For further information, contact:

Investor Relations

Kristin Hays and Angelika Torres; (972) 431-5500
jcpinvestorrelations@jcpenny.com

Media Relations

Darcie Brossart and Rebecca Winter; (972) 431-3400
jpcorpcomm@jcpenny.com

About J. C. Penney Company, Inc.

Over 110 years ago, James Cash Penney founded his company on the principle of treating customers the way he wanted to be treated himself: fair and square. Today, rooted in its rich heritage, J. C. Penney Company, Inc. (NYSE: JCP) is re-imagining every aspect of its business in order to reclaim its birthright and become America's favorite store. The Company is transforming the way it does business and remaking the customer experience across its 1,100 jcpenny stores and on jcp.com. On every visit, customers will discover straightforward Fair and Square Pricing, month-long promotions that are in sync with the rhythm of their lives, exceptionally curated merchandise, artful presentation, and unmatched customer service.

For more information about jcpenny, visit jcp.com.

SOURCE J. C. Penney Company, Inc.