

## **J. C. Penney Company, Inc. Board of Directors Declares Quarterly Dividend**

PLANO, Texas, March 23, 2012 /PRNewswire/ -- J. C. Penney Company, Inc. (NYSE:JCP) announced today that its Board of Directors declared a quarterly dividend on the Company's common stock of \$0.20 per share. The dividend is payable May 1, 2012, to Company stockholders of record at the close of business on April 10, 2012.

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

### **For further information, contact:**

#### Investor Relations

Kristin Hays and Angelika Torres; (972) 431-5500

[jcpinvestorrelations@jcpenney.com](mailto:jcpinvestorrelations@jcpenney.com)

#### Media Relations

Darcie Brossart and Rebecca Winter; (972) 431-3400

[jpcorpcomm@jcpenney.com](mailto:jpcorpcomm@jcpenney.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 jcpenney stores and on [jcp.com](http://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 jcpenney, visit [jcp.com](http://jcp.com).

SOURCE J. C. Penney Company, Inc.