

**J. C. Penney Company, Inc. To Announce First Quarter 2012
Earnings Results On May 15, 2012 at 4:00 p.m. ET**

**Live Presentation and Question-and-Answer Session with
Leadership at 5:00 p.m. ET**

PLANO, Texas, April 23, 2012 /PRNewswire/ -- J. C. Penney Company, Inc. (NYSE: JCP) announced today that it will release the Company's first quarter 2012 financial results on Tuesday, May 15 after the market closes at approximately 4:00 p.m. ET. Following the release, jcpenny will host a face-to-face meeting in New York City with members of the financial community.

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

The jcp leadership team will provide further commentary on the Company's first quarter 2012 financial results, share key learnings from its early days of transformation and present an update on the Company's progress toward becoming America's favorite store.

The event will be held at Sir Stage 37 in New York City and will begin at approximately 5:00 p.m. ET with presentations from Chief Executive Officer Ron Johnson, President Michael Francis and Chief Operating Officer Mike Kramer, followed by a question-and-answer session.

The presentations and question-and-answer session will also be available live via streaming video and webcast on the Company's investor relations website at <http://ir.jcpenney.com>. Replays of the webcasts will be available for up to 90 days after the event.

For individuals without access to the webcast, the event will also be available via live conference call in listen-only mode. To access the presentations and question-and-answer session, please dial (800) 381-7839, or (212) 231-2900 for international callers, and reference the jcp first quarter earnings event. Telephone playback will be available for seven days beginning approximately two hours after the conclusion of the meeting by dialing (800) 633-8284, reservation code 21589157 and (402) 977-9140, reservation code 21589157 for international callers.

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About jcpenney:

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. At 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.

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