

**J. C. Penney Company, Inc. To Report Second Quarter 2012  
Financial Results On August 10, 2012 at 6:00 a.m. ET**

**Live Presentation and Question-and-Answer Session at 8:00 a.m.  
ET**

PLANO, Texas, July 20, 2012 /PRNewswire/ -- J. C. Penney Company, Inc. (NYSE: JCP) announced today that it will release its second quarter 2012 financial results on Friday, August 10 at approximately 6:00 a.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 meeting will be held at Sir Stage 37 in New York City, and will begin at approximately 8:00 a.m. ET, with doors opening at 7:30 a.m. ET. The presentation will be conducted by Chief Executive Officer Ron Johnson and Chief Financial Officer Ken Hannah, 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.jcpenny.com>. Replays of the webcast 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 (888) 754-4437, or (212) 231-2900 for international callers, and reference the jcp second 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 21600421 and (402) 977-9140, reservation code 21600421 for international callers.

**For further information, contact:**

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**About jcpenny:**

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](http://jcp.com). At every visit, customers will discover straightforward Fair and Square Pricing, exceptionally curated merchandise, artful presentation, and unmatched customer service. For more information about jcpenny, visit [jcp.com](http://jcp.com).

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