

J. C. Penney Company, Inc. to Webcast CEO Commentary on Sept. 19, 2012 at 2:45 p.m. ET

PLANO, Texas, Sept. 13, 2012 /PRNewswire/ -- J. C. Penney Company, Inc. (NYSE: JCP) announced today that in conjunction with an open house tour of the shops at jcpenny, the company will webcast a question and answer session with Ron Johnson, chief executive officer of jcpenny.

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

The question and answer session will begin at approximately 2:45 p.m. ET and will be available via live webcast on jcpenny's Investor Relations page at <http://ir.jcpenny.com>. Replays of the webcast will be available for up to 90 days after the event.

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About jcpenny:

More than a century ago, James Cash Penney founded his company on the principle of the Golden Rule: treat others the way you'd like to be treated – Fair and Square. His legacy continues to this day, as J. C. Penney Company, Inc. (NYSE: JCP) boldly transforms the retail experience across 1,100 stores and jcp.com to become America's favorite store. Focused on making the customer experience better every day, jcpenny is dreaming up new ways to make customers love shopping again. On every visit, customers will discover great prices every day in a unique Shops environment that features exceptionally curated merchandise, a dynamic presentation and unmatched customer service. For more information, visit us at jcp.com.

SOURCE J. C. Penney Company, Inc.