

**J. C. PENNEY COMPANY, INC. TO REPORT FOURTH QUARTER
2012 FINANCIAL RESULTS ON FEBRUARY 27, 2013 at 4:30 p.m. ET**

**Conference Call and Streaming Video Webcast at 5:00
p.m. ET**

PLANO, Texas, Feb. 11, 2013 -- J. C. Penney Company, Inc. (NYSE: JCP) announced today that it will release its fourth quarter 2012 financial results on Wednesday, February 27 at 4:30 p.m. ET, followed by a live conference call and streaming video webcast that will begin at 5:00 p.m. ET.

The conference call and streaming video webcast will be conducted by Chief Executive Officer Ron Johnson and Chief Financial Officer Ken Hannah and include a formal slide presentation followed by a live question-and-answer session.

The webcast will be available live on the Company's investor relations website at <http://ir.jcpenney.com>. Replays of the webcast will be available for up to 90 days after the event. To access the conference call, please dial (866) 202-4683, or (617) 213-8846 for international callers, and reference 59362622 participant code.

Telephone playback will be available for seven days beginning approximately two hours after the conclusion of the meeting by dialing (888) 286-8010, or (617) 801-6888 for international callers, and referencing 81990309 participant code.

For further information, contact:

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About jcpenney:

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, jcpenney.com 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..

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