

**J. C. Penney Company, Inc. to Report Second Quarter 2013
Financial Results on August 20, 2013 at 7:30 a.m. ET**

Conference Call and Webcast at 8:30 a.m. ET

PLANO, Texas (Aug. 7, 2013) -- J. C. Penney Company, Inc. (NYSE: JCP) announced today that it will release its second quarter 2013 financial results on Tuesday, August 20 at 7:30 a.m. ET, followed by a live conference call and webcast conducted by Chief Executive Officer Mike Ullman and Chief Financial Officer Ken Hannah that will begin at 8:30 a.m. ET.

To access the conference call, please dial (877) 546-5020, or (857) 244-7552 for international callers, and reference 10998831 participant code or visit the Company's investor relations website at <http://ir.jcpenney.com>.

Telephone playback will be available for 90 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 74648757 participant code.

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About jcpenney:

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation's largest apparel and home furnishing retailers, is dedicated to becoming America's preferred retail destination for unmatched style, quality and value. Across 1,100 stores and at jcp.com, customers will discover an inspiring shopping environment that features the most sought after collection of private, national and exclusive brands and attractions. For more information, please visit jcp.com.

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