

JCPENNEY TO HOST ANALYST MEETING ON OCTOBER 8TH

PLANO, Texas - Oct. 2, 2014- J. C. Penney Company, Inc. (NYSE: JCP) will host an analyst meeting with executive leadership on Wednesday, Oct. 8, 2014. Chief Executive Officer Myron E. (Mike) Ullman, III, will open the event at approximately 8:00 a.m. (EDT), followed by leadership presentations that will address the Company's key strategies and initiatives. Following a Q&A session, the program will conclude with an optional tour of the newly opened Brooklyn store.

Presentations and the Q&A session will be available via a real-time webcast through JCPenney's investor relations website at ir.jcpenney.com.

Replay of the webcast will be available for 90 days after the conclusion of the meeting at ir.jcpenney.com.

For the latest JCPenney updates, please visit jcpnewsroom.com or follow us on Twitter [@jcpnews](https://twitter.com/jcpnews).

Media Relations:

(972) 431-3400 or jcpnews@jcp.com

Investor Relations:

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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 fitting the diversity of America with unparalleled style, quality and value. Across approximately 1,060 stores and at JCPenney.com, customers will discover a broad assortment of national, private and exclusive brands to fit all shapes, sizes, colors and wallets. For more information, please visit JCPenney.com.

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