

**JCPENNEY CEO MIKE ULLMAN AND PRESIDENT & CEO-
DESIGNEE MARVIN ELLISON TO PRESENT AT PIPER JAFFRAY
CONSUMER CONFERENCE**

PLANO, Texas - (June 8, 2015) - J. C. Penney Company, Inc. (NYSE: JCP) today announced that Myron E. (Mike) Ullman III, Chief Executive Officer, and Marvin Ellison, President and CEO-Designee, will present at the Piper Jaffray Consumer Conference in New York, New York on June 10, 2015. The presentation, which will be available via webcast, is scheduled for approximately 30 minutes starting at 12:15 pm ET. The live webcast may be accessed via JCPenney's Investor Relations page at ir.jcpenny.com. Replays of the webcast will be available after the event.

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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 1,020 stores and at jcpenny.com, customers will discover a broad assortment of national, private and exclusive brands to fit all shapes, sizes, occasions and budgets. For more information, please visit jcpenny.com.

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