

JCPenney Welcomes Shoppers to New Store in Natick, Mass.**Grand Opening Celebration Begins at Natick Mall March 9**

PLANO, Texas--(BUSINESS WIRE)--

J. C. Penney Company, Inc. (NYSE:JCP), one of the nation's largest department store retailers, is offering shoppers an easy and exciting way to experience style and quality at smart prices with the grand opening of the JCPenney store at Natick Mall in Natick, Mass.

The official grand opening for the new Natick JCPenney will take place on Friday, March 9, marked by a ribbon cutting ceremony at the store's main entrance at 8:45 a.m. The store is among seven JCPenney stores celebrating a grand opening on the same day.

"We're delighted to bring a brand new JCPenney to the people of Natick," said Store Manager Michelle Mohney. "With the store's convenient design, great merchandise assortment, and exceptional team of associates, we will provide an outstanding shopping experience for this flourishing community."

Store Highlights: JCPenney + Sephora

The new JCPenney store, covering almost 200,000 square feet, is designed in the Company's latest format to make shopping even more convenient and enjoyable. In addition to JCPenney's tremendous selection of fashionable apparel, home merchandise and furniture, customers will experience wide aisles and efficient customer service centers. The new store layout helps shoppers easily locate major brands such as The Original Arizona Jean Company(R), Chris Madden for JCPenney Home Collection(R), nicole by Nicole Miller(R), Liz & Co.(R), Ambrielle(R), SouthPole(R), Worthington(R), Stafford(R), Bisou-Bisou(R), Studio(R), Carter's(R), Nike(R), Concepts by Claiborne(R) and more.

At the heart of the store is the extraordinary new edition of a full-service Sephora beauty boutique. The approximately 1,500-square-foot Sephora inside JCPenney will boast the best that Sephora has to offer, including some of the most desired brands in makeup, skincare, fragrance, and accessory products such as Bare Escentuals(R) and Philosophy(R). It will be staffed by a team of beauty consultants thoroughly trained in the Science of Sephora.

Additional Services

For added convenience, JCPenney at Natick Mall provides an assortment of services under one roof, including a family optical center; an all-occasion portrait studio; expert in-home custom decorating services; and a full-service salon offering an array of professional hair and beauty services, as well as products from leading salon brands. In addition, customers can place orders or pick up catalog and Internet purchases at the store's Solutions desk.

JCPenney Afterschool Fund Grants

As part of the March 9 grand opening celebration, the JCPenney Afterschool Fund will contribute grants to the Boys & Girls Club of MetroWest which will allow three local children to participate in enriching afterschool programs during the school year. Additionally, JCPenney Company, Inc. will provide each child with a \$50 JCPenney gift card for school apparel. The contribution will be presented during the store's ribbon cutting ceremony.

The JCPenney Afterschool Fund, a non-profit, 501(c)(3) organization, was created by J. C. Penney Company, Inc. to raise awareness of the need for working families to have access to quality afterschool programs. The JCPenney Afterschool Fund believes that afterschool programs are an important investment in the future of America's children - our nation's most valuable resource. Studies show that 14.3 million children in the U.S. are unsupervised between the hours of 3 p.m. and 6 p.m. each day, placing them at greater risk of becoming a victim or perpetrator of crime.

Grand Opening Activities

Throughout grand opening week, customers can register to win great prizes, including a 2007 Cadillac CTS(R) automobile, a complete Chris Madden(R) Bedroom Makeover, and a digital lifestyle package featuring a 17-inch iMac(R) with writeable CD/DVD capabilities, Bose SoundDock(R) digital music system, 4 GB iPod(R), Canon(R)

digital camera and Canon(R) digital camcorder. In addition, 20 lucky shoppers will win \$250 gift cards to be used toward any JCPenney purchase. Other activities include product demonstrations, special discounts for the entire family and a free gift for the first 750 Sephora customers.

JCPenney, which celebrates its 105th anniversary this spring, has proudly served Massachusetts shoppers since 1925. The new store will contribute approximately 200 jobs to Natick's economy. JCPenney at Natick Mall will operate Monday through Saturday from 10 a.m. to 10 p.m. and Sunday from 11 a.m. to 7 p.m.

About JCPenney

J. C. Penney Corporation, Inc., the wholly owned operating subsidiary of J. C. Penney Company, Inc., is one of America's largest department store, catalog, and e-commerce retailers, employing approximately 155,000 associates. As of Feb. 3, 2007, J. C. Penney Corporation, Inc. operated 1,033 JCPenney department stores throughout the United States and Puerto Rico. JCPenney is the nation's largest catalog merchant of general merchandise, and jcp.com is one of the largest apparel and home furnishings sites on the Internet.

Source: J. C. Penney Company, Inc.