

JCPenney Welcomes Shoppers to New Store in Nampa, Idaho

Grand Opening Celebration Begins at Nampa Gateway Center Aug. 3

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 Nampa Gateway Center, located at 1200 N. Happy Valley Road in Nampa, Idaho.

The official grand opening for the new Nampa JCPenney will take place on Friday, Aug. 3, marked by a ribbon cutting ceremony at the store's main entrance at 7:45 a.m. The store is among 14 JCPenney stores celebrating grand openings on the same day nationwide as part of the Company's Long-Range Plan to open 250 new stores through 2011.

"We couldn't be more pleased to join this vibrant, growing community," said Rick Aller, JCPenney Store Manager. "With the store's convenient design, great merchandise assortment, and exceptional team of Associates, we will provide a compelling shopping experience for our customers."

Store Highlights and Services

The new JCPenney store, covering more than 100,000 square feet, offers wide aisles and efficient, convenient customer service centers throughout. 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), Carter's(R), Nike(R), CONCEPTS by Claiborne(R) and more.

For added convenience, JCPenney at Nampa Gateway Center provides an assortment of services under one roof, including 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 Aug. 3 grand opening celebration, the JCPenney Afterschool Fund will contribute grants to the Boys & Girls Club of Nampa that will allow three local children to participate in the Club's afterschool programs during the school year. Additionally, J. C. Penney 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 provide children in need with access to life-enriching afterschool programs that keep them safe and foster their academic, physical and social development. 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 victims of crime or engaging in harmful activities.

Grand Opening Activities

Throughout grand opening week, customers can register to win great prizes, including a \$1,000 JCPenney gift card, as well as (50) \$100 gift cards to be used toward any JCPenney purchase. Other activities include product demonstrations and special discounts for the entire family.

JCPenney, celebrating 105 years of serving America, has proudly served Idaho shoppers since 1908. The new store will contribute approximately 180 jobs to Nampa's economy. JCPenney at Nampa Gateway Center will operate Monday through Saturday from 9 a.m. to 10 p.m. and Sunday from 10 a.m. to 8 p.m.

About JCPenney

JCPenney is one of America's leading retailers, operating 1,040 department stores throughout the United States and Puerto Rico, as well as one of the largest apparel and home furnishing sites on the Internet, jcp.com, and the

nation's largest general merchandise catalog business. Through these integrated channels, JCPenney offers a wide array of national, private and exclusive brands which reflect the Company's commitment to providing customers with style and quality at a smart price. Traded as "JCP" on the New York Stock Exchange, the Company posted revenue of \$19.9 billion in 2006 and is executing its strategic plan to be the growth leader in the retail industry. Key to this strategy is JCPenney's "Every Day Matters" brand positioning, intended to generate deeper, more emotionally driven relationships with customers by fully engaging the Company's 155,000 Associates to offer encouragement, provide ideas and inspire customers every time they shop with JCPenney.

Source: J. C. Penney Company, Inc.