

## **JCPenney Reopens 150 Additional Stores Across U.S. with Emphasis on Safety Precautions and Engaging Shopping Experiences**

*Company Continues Strategic Reopening Plan with Nearly 500 Stores Reopened by June 3*

PLANO, Texas--(BUSINESS WIRE)-- JCPenney (OTCMKTS: JCPNQ) today reopened its doors at 150 stores in 27 states, bringing the total to 304 reopened stores nationwide after temporarily closing due to the Coronavirus (COVID-19) pandemic. Additionally, five stores are currently offering Contact-free curbside pickup only.

“We’ve now reopened a third of our stores and plan to have nearly 500 reopened by June 3. To do this, we’re operating differently and taking a strategic and consistent approach, keeping associate and customer safety as our top priority,” said Jim DePaul, executive vice president of stores at JCPenney. “We are excited to welcome back our loyal customers and dedicated associates. Feedback has been overwhelmingly positive as we reopen our doors, focused primarily on our enhanced safety measures.”

“We continue to listen to our associates and customers and make additional adjustments as needed,” DePaul added. “We are so grateful to our associates for helping us navigate through this environment as we build on our long history and continue the JCPenney story.”

JCPenney continues to monitor CDC guidelines, as well as state and local mandates, to inform its practices, taking extra precautions and going above and beyond those recommendations.

Personal Protective Equipment for associates is required and the Company is providing masks, gloves, and hand sanitizer to promote a healthy work and shopping environment. The Company has staggered shift schedules to minimize associate contact, enhanced store cleaning with a focus on high-touch areas, and added Plexiglass shields at registers, while social distancing and safety signage are the new normal. In addition to offering Contactless checkout from customers’ mobile devices via barcode, Contact-free curbside pickup is now available in all reopened stores.

JCPenney is also offering designated shopping hours for at-risk customers at all stores on Wednesdays and Fridays from 11 a.m. to noon. At-risk customers include senior citizens, expectant mothers, and those with underlying health concerns.

To find out which stores have reopened, check out FAQs, or download b-roll, visit the [Company Blog](#) and [newsroom](#). The JCPenney flagship store, [jcp.com](#), remains open to serve shoppers and features a recently enhanced user experience based on customer feedback and insights.

### **About JCPenney**

J. C. Penney Company, Inc. (OTCMKTS: JCPNQ), one of the nation’s largest apparel and

home retailers, combines an expansive footprint of approximately 850 stores across the United States and Puerto Rico with a powerful e-commerce site, [jcp.com](http://jcp.com), to deliver style and value for all hard-working American families. At every touchpoint, customers will discover stylish merchandise at incredible value from an extensive portfolio of private, exclusive and national brands. Reinforcing this shopping experience is the customer service and warrior spirit of nearly 85,000 associates across the globe, all driving toward the Company's mission to help customers find what they love for less time, money and effort. For additional information, please visit [jcp.com](http://jcp.com).

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20200528005217/en/>

**JCPenney Corporate Communications & Public Relations:**

Dione Martin and Kristen Bennett

(972) 431-3400 or [jcpnews@jcp.com](mailto:jcpnews@jcp.com)

Follow [@jcpnews](https://twitter.com/jcpnews) on Twitter for the latest announcements and Company information.

**Investor Relations:**

(972) 431-5500 or [jcpinvestorrelations@jcp.com](mailto:jcpinvestorrelations@jcp.com)

Source: JCPenney