



JCPenney Named One of America's Best Employers for 2015

PLANO, Texas (April 14, 2015) – J. C. Penney Company, Inc. (NYSE:JCP) was recently named one of America's Best Employers for 2015 according to an independent study organized by Forbes and Statista.com. The survey anonymously questioned 20,000 Americans on whether they would recommend their employer to potential employees, and was conducted through a variety of anonymous online panels.

"We're proud to be named one of America's best employers – a designation determined by our very own associates," said Myron E. (Mike) Ullman, III, chief executive officer of JCPenney. "This honor is particularly gratifying for the Company as it mirrors our own internal associate engagement scores, which increased nine points last year alone. This is a significant achievement for any retailer, especially considering that the Company was undergoing a turnaround."

"Our associates are the heart of JCPenney, and their passion for the Company is critical to creating customer loyalty," added Marvin Ellison, president and CEO-designee of JCPenney. "While it's been only six months since I joined the Company, it is clear to see how our Warrior Spirit helps us to win with customers, while inspiring and winning with our own associates."

JCPenney was also named to Victory Media's Military Friendly Employer list for the second year in a row. Victory Media recognizes the Company's military recruiting efforts, percentage of new hires with military service, veteran retention programs and National Guard and Reserve service policies.

Additionally, jcp salon was recently awarded Behind the Chair's 2015 Stylist Choice Award for favorite chain salon group. Stylists from across the nation voted for their favorite salon chain, and jcp salon was the winner out of five finalists.

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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 jcp.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 jcp.com.