

JCPENNEY PRESIDENT & CEO-DESIGNEE MARVIN ELLISON TO PRESENT AT OPPENHEIMER CONSUMER CONFERENCE

PLANO, Texas – (June 18, 2015) – J. C. Penney Company, Inc. (NYSE: JCP) today announced that Marvin Ellison, President and CEO-Designee, will present at the Oppenheimer Consumer Conference in Boston, Mass. on June 23, 2015. The presentation, which will be available via webcast, is scheduled for approximately 30 minutes starting at 1:05 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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