

JCPenney Announces Two Senior Executive Appointments to Propel its Omnichannel Growth Strategy

PLANO, Texas (Aug. 3, 2015) – J. C. Penney Company, Inc. (NYSE:JCP) has strengthened its executive leadership team with the appointment of two outstanding senior leaders who will be charged with maximizing the power, reach and integration of the Company's omnichannel capabilities. Michael Amend, formerly vice president of online, mobile and omnichannel for The Home Depot, will be joining JCPenney on Aug. 4 as executive vice president of omnichannel. Additionally, Mike Robbins, formerly the senior vice president of global supply chain for Target, will be joining the Company as senior vice president of supply chain effective Aug. 10.

"Mr. Amend and Mr. Robbins are two exceptional industry veterans who have a successful track record of creating enterprise inventory networks that enable brick-and-mortar and e-commerce to merge into one seamless shopping experience," said Marvin Ellison, chief executive officer for JCPenney. "Their backgrounds perfectly align with our long-term growth plan to become a world-class omnichannel retailer."

Under his leadership at The Home Depot, Amend is credited for leading the development of several groundbreaking omnichannel initiatives, which resulted in The Home Depot being recently recognized as the [Internet Retailer of the Year](#) for 2014 by Internet Retailer®. Amend was the executive sponsor responsible for rolling out buy online pick-up in store; buy online, ship to store; and buy online, deliver from store. Amend also led the company's efforts to develop best in class mobile experiences. Prior to The Home Depot, Amend was chief technology officer for global online at Dell and deputy chief technology officer for BEA Systems. Amend will report to Ellison and succeeds Mike Rodgers, who has left the Company to pursue other interests.

Robbins brings extensive experience in supply chain strategy, process improvement, technology and cost reduction to JCPenney. He most recently served as senior vice president of global supply chain and logistics for Target Corporation's U.S. stores, where his 13-year career reflected positions of increasing responsibility within Target's multi-faceted distribution network. Prior to Target, Robbins held positions in marketing and supply chain for AutoZone and Procter & Gamble. Robbins will report to Ken Mangone, executive vice president of product development, design and sourcing. Robbins replaces Marie Lacertosa, senior vice president of supply chain, who will be retiring from the Company after more than 30 years of service.

These appointments follow the recent announcement of Mandy Ginsberg, chief executive officer of The Princeton Review and Tutor.com, who joined the JCPenney board of directors in July. To read the full announcement on Ginsberg's appointment, please visit jcpnewsroom.com.

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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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