

JCPENNEY CEO MARVIN ELLISON TO PRESENT AT GOLDMAN SACHS GLOBAL RETAILING CONFERENCE

PLANO, Texas – (August 26, 2015) – J. C. Penney Company, Inc. (NYSE: JCP) today announced that CEO Marvin Ellison will present at the Goldman Sachs 22nd Annual Global Retailing Conference in New York, New York on Wednesday, September 9, 2015. The presentation is scheduled for approximately 30 minutes starting at 3:10 pm ET and will be available via webcast. 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 and can be accessed for 6 months.

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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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