

JCPENNEY PROMOTES JOHN TIGHE TO CHIEF MERCHANT

Company announces additional executive appointments within its merchandising organization

PLANO, Texas – (Sept. 23, 2015) – J. C. Penney Company, Inc. (NYSE:JCP) today announced that John Tighe has been promoted to executive vice president, chief merchant effective Oct. 1, reporting to the Company’s Chief Executive Officer Marvin Ellison. Tighe most recently served as senior vice president and senior general merchandise manager for the men’s, children’s, footwear, handbag and intimate apparel divisions. He will succeed Elizabeth “Liz” Sweney who will serve in an advisory role through the end of the fiscal year, upon which time she will retire from the Company after 16 years of service.

“John is an extraordinary merchant who, in his career, has curated some of the most high-performing brand portfolios in retail, including leading the growth of jcp.com. This broad experience gives him a keen understanding of the retail business, which will be essential to our success as we seize greater opportunities in omnichannel and increased private brand penetration, while positioning JCPenney as the best shopping destination for national brands and in-store attractions,” said Ellison. “The progress that our Company has made would not have been possible without the leadership, dedication and expertise of Liz Sweney. We are thankful for her many contributions and are grateful that she will play a critical role guiding this transition through the balance of the year.”

Tighe began his 24-year retail career at May Department Stores in a series of merchandising roles that spanned more than a decade at Filene’s and Meier & Frank. JCPenney recruited Tighe as a buyer in 2002 and was later promoted to divisional vice president, overseeing various apparel categories such as junior’s sportswear, missy casual and special sizes before leading jcp.com in 2009 as senior vice president. In 2010, he was appointed senior vice president and general merchandise manager of the Company’s home division before transitioning to men’s in 2012.

Ellison added, “Since joining JCPenney, I have been impressed by the level of bench strength that exists among our merchant talent pool. John’s positions over the last several years demonstrate the importance of developing high potential leaders for the benefit of succession planning.”

Among those reporting to Tighe include Siiri Dougherty, senior vice president and senior general merchandise manager, who will now have added responsibility for Sephora in addition to women’s apparel and jcp salon; and James Starke who has been promoted to senior vice president, general merchandise manager of men’s. Additionally, Angela Swanner has been promoted to senior vice president and general merchandise manager for Sephora, reporting to Dougherty.

To access full bio information on the Company’s senior leadership team, please visit jcpnewsroom.com/leadership.

Media Relations:

(972) 431-3400 or jcpnews@jcp.com

Investor Relations:

(972) 431-5500 or jcpinvestorrelations@jcpenny.com

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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