

JCPENNEY CEO MARVIN ELLISON TO PRESENT AT PIPER JAFFRAY CONSUMER CONFERENCE

PLANO, Texas – (June 8, 2016) – J. C. Penney Company, Inc. (NYSE: JCP) today announced that Marvin Ellison, chief executive officer, will present at the Piper Jaffray Consumer Conference in New York, New York on June 15, 2016. The presentation is scheduled for approximately 30 minutes starting at 10:50 am 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 for nine months beginning approximately two hours after the completion of the presentation.

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About JCPenney:

J. C. Penney Company, Inc. (NYSE:JCP), one of the nation's largest apparel and home furnishings retailers, is on a mission to ensure every shopping experience is worth the customer's time, money and effort. Whether shopping jcp.com or visiting one of over 1,000 store locations across the United States and Puerto Rico, customers will discover a broad assortment of products from a leading portfolio of private, exclusive and national brands. Supporting this value proposition is the warrior spirit of over 100,000 JCPenney associates worldwide, who are focused on the Company's three strategic priorities of strengthening private brands, becoming a world-class omnichannel retailer and increasing revenue per customer. For additional information, please visit jcp.com.

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