

**J. C. Penney Company, Inc. to Report Fourth Quarter 2014 Financial Results on
February 26, 2015 at 4:00 p.m. ET**

Conference Call and Webcast at 4:30 p.m. ET

PLANO, Texas – (Feb 10, 2015) – J. C. Penney Company, Inc. (NYSE: JCP) announced today that it will release its fourth quarter and full year 2014 financial results on Thursday, February 26 at 4:00 p.m. ET. This will be followed by a live conference call and webcast conducted by Chief Executive Officer Mike Ullman, President and CEO-Designee Marvin Ellison and Chief Financial Officer Ed Record that will begin at 4:30 p.m. ET.

To access the conference call, please dial (877) 415-3179, or (857) 244-7322 for international callers, and reference 49326884 participant code or visit the Company's investor relations website at <http://ir.jcpenny.com>.

Telephone playback will be available beginning approximately two hours after the conclusion of the meeting by dialing (888) 286-8010, or (617) 801-6888 for international callers and referencing 46764699 participant code.

Investors and others should note that we currently announce material information using SEC filings, press releases, public conference calls and webcasts. In the future, we will continue to use these channels to distribute material information about the Company and may also utilize our website and/or various social media to communicate important information about the Company, key personnel, new brands and services, trends, new marketing campaigns, corporate initiatives and other matters. Information that we post on our website or on social media channels could be deemed material; therefore, we encourage investors, the media, our customers, business partners and others interested in our Company to review the information we post on our website as well as the following social media channels:

Facebook (<https://www.facebook.com/jcp>) and Twitter (<https://twitter.com/jcpnews>).

Any updates to the list of social media channels we may use to communicate material information will be posted on the Investor Relations page of the Company's website at www.jcpenny.com

Media Relations:

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

Investor Relations:

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

JCPenney | News Release

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 1,060 stores and at jcpenny.com, customers will discover a broad assortment of national, private and exclusive brands to fit all shapes, sizes, colors and wallets. For more information, please visit jcpenny.com.

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