

**JCPENNEY APPOINTS JOE MCFARLAND AS
EXECUTIVE VICE PRESIDENT OF STORES**

PLANO, Texas – (Jan. 18, 2016) – J. C. Penney Company, Inc. (NYSE:JCP) today announced the appointment of Joe McFarland as executive vice president of stores, effective immediately. McFarland brings over 20 years of retail operations experience to JCPenney, and succeeds Tony Bartlett.

“Joe is an outstanding, solutions-driven leader with a proven track record of implementing in-store omnichannel initiatives, driving operational excellence and superior customer service within a highly competitive retail landscape,” said Marvin R. Ellison, chief executive officer of JCPenney. “We are confident his commitment to excellence will further our efforts to streamline tasks, increase productivity and improve processes throughout all JCPenney stores.”

In his role, McFarland will lead the operations of all 1,000 JCPenney stores. His responsibilities will also include the implementation and support of numerous key JCPenney initiatives, including same day pickup, in-store jcp.com fulfillment, improving sales productivity and more. Additionally, McFarland is charged with simplifying operations, enabling the voice of associates and promoting a service culture across the entire stores organization.

McFarland possesses over 20 years of retail experience and brings an excellent operational skill set to the JCPenney leadership team. Since August 2015, McFarland has been pursuing his passion of providing affordable housing to families in need. He and his wife established an Atlanta-based non-profit real estate company to help achieve this goal.

Prior to this, McFarland worked at The Home Depot for over 20 years where he held positions of increasing responsibility, most recently as the president of the Northern and Western Divisions. McFarland was responsible for the sales and operations of up to 800 stores in 24 states, and led a team of up to 110,000 associates. McFarland began his career at The Home Depot as a sales associate. He is a Gulf War and Desert Storm veteran, having served six years in the United States Marine Corps.

McFarland is a board member of the Lisa Beth Gerstman Foundation and City of Hope.

Media Relations:

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

Investor Relations:

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

###