

JCPENNEY SUPPORTS NATIONAL BREAST CANCER AWARENESS MONTH

PLANO, TEXAS – (Sept. 22, 2016) – In recognition of National Breast Cancer Awareness Month, JCPenney will be making a \$100,000 contribution to the American Cancer Society®, the nation's largest, nonprofit investor in cancer research, to support the organization's breast cancer research and awareness programs. JCPenney will also be encouraging customers and associates to join its support in helping to save lives from breast cancer. Along with offering an array of special breast cancer awareness apparel and accessories from its Xersion®, Made for Life™ and Ambrielle® brands, JCPenney will host a variety of salon initiatives to benefit the American Cancer Society®.

"We are committed to helping save lives from breast cancer and could not be more proud to support the American Cancer Society this October. With more than 3.1 million women in the U.S. with a history of breast cancer¹ and approximately 246,000 new cases estimated to be diagnosed in 2016², it is a disease that touches the lives of many," said Mary Beth West, chief customer and marketing officer for JCPenney. "Thanks in part to the efforts of the American Cancer Society and dramatic improvements in cancer research, treatment and early detection, millions of women are surviving breast cancer today."

Beginning today, JCPenney customers can easily locate breast cancer awareness apparel and accessories in special "Give Hope. Save Lives" zones throughout the store, featuring merchandise from activewear brands, Xersion and Made for Life, as well as Ambrielle intimate apparel. Awareness product includes graphic tees for men and women, yoga pants, hoodies, bras, fashion jewelry and more. These items will also be available for purchase on jcp.com.

Additionally, jcp salons and The Salon by InStyle locations inside JCPenney will contribute \$2, up to a total of \$50,000, for every haircut service from Oct. 8-9 to the American Cancer Society. Salon stylists will also visit American Cancer Society Hope Lodge® communities across the country to pamper patients undergoing treatment for cancer away from home. The organization's Hope Lodge facilities offer cancer patients and their caregivers a free home away from home when they are receiving their medical treatment in another city, offering them a nurturing community where they can share stories and offer each other emotional support.

Furthermore, JCPenney will host a private event for 12 breast cancer survivors at its Glendale, Calif. store, with jcp salon and Sephora inside JCPenney associates treating them to mini makeovers. Participants are part of the Look Good Feel Better® program, a collaboration of the American Cancer Society, the Personal Care Products Council Foundation and the Professional Beauty Association, that teaches beauty techniques to people with cancer to help them manage the appearance-related side effects of cancer treatment.

"The American Cancer Society is grateful for the support of corporate partners such as JCPenney, who have developed distinctive programs and products to encourage their customers

and communities to become involved in raising awareness and funds to end breast cancer,” said Sharon Byers, chief development officer for the American Cancer Society. “We’re excited to collaborate during October to increase breast cancer awareness and help end the pain and suffering caused by this disease. Thanks in part to the progress we’re making against breast cancer, death rates from the disease dropped 36 percent between 1989 and 2012², which means 249,000 fewer breast cancer deaths.”

Additionally, JCPenney will be supporting the American Cancer Society Making Strides Against Breast Cancer® walk in Atlanta on Oct. 29 as a flagship sponsor. Last year, over 170 local JCPenney associates participated in the walk. Making Strides Against Breast Cancer walks offer a powerful and inspiring opportunity to honor breast cancer survivors and raise awareness on how to reduce the risk of getting breast cancer. Additionally, funds raised through the nearly 300 walks nationwide help the American Cancer Society seek to ensure no one faces breast cancer alone by funding innovative breast cancer research; promoting education and risk reduction; and providing comprehensive patient support to those who need it most. JCPenney associates across the country will be invited to participate in their local Making Strides Against Breast Cancer walk to support the American Cancer Society.

According to the American Cancer Society, since 1993, more than 12 million walkers in the U.S. have helped raise more than \$750 million to help save lives from breast cancer through Making Strides Against Breast Cancer events. JCPenney, together with its customers, has contributed over \$7.6 million for breast cancer awareness since 2012, benefitting organizations such as Breast Cancer Research Foundation, National Breast Cancer Foundation and Susan G. Komen.

¹American Cancer Society. *Breast Cancer Facts & Figures 2015-2016*. Atlanta: American Cancer Society; 2015

²American Cancer Society. *Cancer Facts & Figures 2016*. Atlanta: American Cancer Society; 2016

JCPenney Media Relations

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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 customer's shopping experience is worth her time, money and effort. Whether shopping jcp.com or visiting one of over 1,000 store locations across the United States and Puerto Rico, she 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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