

JCPENNEY ANNOUNCES REFUND OFFER ON ROYAL VELVET® EGYPTIAN COTTON TOWELS AND COMFORTER SET

PLANO, Texas (Sept. 30, 2016) – J. C. Penney Company, Inc. (NYSE: JCP) announced that beginning Oct. 5, it will offer a refund for customers who purchased the Royal Velvet® Egyptian cotton towels or the Royal Velvet Egyptian cotton damask stripe comforter set. Results from a traceability audit were found to be inconclusive, and therefore JCPenney is unable to provide complete assurance that these products were made using 100 percent Egyptian fibers.

While the products pose no safety concerns and are expected to provide long-lasting durability and performance, the Company is giving concerned customers the option of bringing the following items into a local JCPenney store for a refund of the purchase price:

- Royal Velvet Egyptian cotton bath towels, which includes the complementary hand towels, washcloths and bath sheets in more than a dozen colors;
- Royal Velvet 400tc Damask Stripe Egyptian Cotton Comforter Set, which includes matching sham(s) available in 12 colors.

Each product can be identified with a sewn-in hem tag reflecting the Royal Velvet brand along with fabric content described as “Egyptian cotton loops” or “100% Egyptian cotton.” The refund does not apply to other Egyptian cotton textiles sold at JCPenney.

For more information, customers may call 1-800-541-4522 9 a.m. to 9 p.m. EST Monday through Friday, or 9 a.m. to 6 p.m. Saturday and Sunday.

To access images of the product tags, please visit:

http://www.jcpnewsroom.com/news-releases/2016/0930_refund_royal_velvet_egyptian_cotton.html

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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.

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