

## **JCPENNEY ACCEPTS APPLE PAY AT STORES NATIONWIDE**

### **JCPenney Credit Card and JCPenney Rewards Loyalty Program Among First to Seamlessly Integrate with Apple Pay**

**PLANO, Texas – (July 24, 2017)** – As part of its focus on creating an easy and seamless customer shopping experience, JCPenney (NYSE:JCP) has rolled out Apple Pay, which is transforming mobile payments with an easy, secure and private way to pay, to all stores nationwide. The Company will also make its credit card available on Apple Pay, which allows credit card users to earn shopping points through JCPenney Rewards, the retailer’s customer loyalty program.

“With Apple Pay at JCPenney, we’re able to offer a faster, more seamless check out process by allowing our customers to pay for their purchases by simply holding their iPhone or Apple Watch near a point-of-sale terminal, rather than inserting a chip card,” said Therace Risch, chief information officer for JCPenney. “And with the added convenience of our credit card as a payment option via Apple Pay, we’re giving customers another compelling reason to join our credit card and loyalty programs.”

In store, Apple Pay works with iPhone 7, iPhone 7 Plus, iPhone 6s, iPhone 6s Plus, iPhone 6, iPhone 6 Plus, iPhone SE and Apple Watch. JCPenney point-of-sale registers now process all Apple Pay supported credit and debit bank cards, including the Company’s credit card and co-branded Mastercard, both issued by Synchrony Bank and available to use with Apple Pay. Customers simply add their JCPenney credit card as a payment option to Apple Pay using the Wallet or Apple Watch app on their iPhone. Plus, coming soon, customers with the JCPenney app on iPhone and iPad will have the option to complete their purchases using Apple Pay.

“We’re always looking for new ways to leverage innovative technology solutions to deliver convenient and secure mobile payments for our retail partners,” said Carol Juel, executive vice president and chief information officer, Synchrony Financial. “With the JCPenney credit card and the JCPenney Mastercard now ready to use with Apple Pay, the customer experience is taken to a whole new level.”

“Through our Mastercard Digital Enablement Service, we remain committed to helping merchants like JCPenney capitalize on mobile payments, ensuring the best experience for their customers and driving loyalty,” said Linda Kirkpatrick, executive vice president, U.S. Market Development, Mastercard. “By enabling private label card offerings to be supported in a digital environment, we’re providing the choice consumers want while delivering the customer engagement retailers demand.”

When customers add a payment card to Apple Pay, the actual card numbers are neither stored on the device, nor on Apple servers. Instead, a unique device account number is assigned, encrypted and securely stored in the secure element on the Apple device. Each transaction is

authorized with a one-time unique dynamic security code.

For more information on Apple Pay, visit: <http://www.apple.com/apple-pay/>

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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](http://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](http://jcp.com).

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