

JCPenney Announces Laurie Wilson as SVP Planning and Allocation and Pricing

PLANO, Texas – (Oct. 15, 2019) – J. C. Penney Company, Inc. (NYSE: JCP) today announced that Laurie Wilson, a senior executive with more than 25 years of experience in planning and allocation, merchandise, finance, pricing, operations and strategy, will join the Company on Oct. 28 as senior vice president, planning and allocation and pricing, reporting to Michelle Wlazlo, executive vice president, chief merchant. Wilson replaces John Welling, who stepped down in August.

“Laurie is a highly esteemed and accomplished retail industry veteran and an expert in implementing transformational and foundational strategies to serve today’s customer digitally and in-store,” said Wlazlo. “Her extensive experience in planning and allocation, merchandising, pricing and operations will play a significant role as we focus on restoring disciplines required to enhance inventory management, lower our cost of goods sold and restore growth in a sustainable and profitable manner.”

Wilson joins JCPenney from LW Associates, a consulting practice focused on transformative strategies leveraging digital technology for retail and wholesale brands and solution providers, where she served as president and CEO.

Prior to LW Associates, Wilson spent the majority of her retail career at Macy’s and Federated Department Stores. She joined Federated in 1994 and was promoted into several roles of increasing responsibility across planning, merchandise information systems, financial planning and operations, merchandise and financial planning and allocation. She ultimately served as executive vice president of business strategy for Macy’s and Macys.com. Wilson began her merchandising career at Carter Hawley Hale Stores and Bloomingdale’s. She received her Bachelor of Arts degree at Princeton University and attended the Executive MBA program at New York University.

JCPenney Media Relations:

(972) 431-3400 or jcpnews@jcp.com; follow us at [@jcpnews](https://twitter.com/jcpnews)

About JCPenney:

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation’s largest apparel and home retailers, combines an expansive footprint of approximately 850 stores across the United States and Puerto Rico with a powerful e-commerce site, jcp.com, to deliver style and value for all hard-working American families. At every touchpoint, customers will discover stylish merchandise at incredible value from an extensive portfolio of private, exclusive and national brands. Reinforcing this shopping experience is the customer service and warrior spirit of approximately 95,000 associates across the globe, all driving toward the Company's mission to help customers find what they love for less time, money and effort. For additional information, please visit jcp.com.

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