

JCPenney news release

JCPenney to Host Analyst Day on April 7, 2020

PLANO, Texas – (January 23, 2020) – J. C. Penney Company, Inc. (NYSE: JCP) announced today that the Company will host an analyst day event starting at **8:30 a.m. ET on April 7, 2020** at the New York Stock Exchange. Chief Executive Officer Jill Soltau, Chief Financial Officer Bill Wafford and other members of the Company's executive leadership team will share further details of its previously announced Plan for Renewal and provide a three-year financial outlook. Management's presentation and the question and answer session will be webcast live. Further details, including webcast information, will be announced closer to the event. Given limited space, in-person attendance will be by invitation only.

Fourth Quarter and Full Year 2019 Earnings

The Company previously announced that it will report its fourth quarter and full year 2019 financial results for the period ending February 1, 2020 before market on **Thursday, February 27, 2020**. The news release will be followed by a live conference call and webcast conducted by Chief Executive Officer Jill Soltau and Chief Financial Officer Bill Wafford that will begin at **8:30 a.m. ET**. Further details, including webcast information, will be announced closer to the event.

Investors and others should note that we currently announce material information using SEC filings, press releases, public conference calls and webcasts. In the future, we will continue to use these channels to distribute material information about the Company and may also utilize our website and/or various social media channels to communicate important information about the Company, key personnel, new brands and services, trends, new marketing campaigns, corporate initiatives and other matters. Information that we post on our website or on our social media channels could be deemed material; therefore, we encourage investors, the media, our customers, business partners and others interested in our Company to review the information we post on our website as well as the following social media channels:

[Facebook](#) and [Twitter](#)

Any updates to the list of social media channels we may use to communicate material information will be posted on the investor relations page of the Company's [website](#).

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 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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