



JCPENNEY WELCOMES SHOPPERS TO NEW STORE IN LEE'S SUMMIT

- ***July 31 Grand Opening Celebration Includes Donation to Boys & Girls Club of Greater Kansas City –***
 - ***Store Certified as “Designed to Earn the Energy Star” –***

PLANO, Texas (July 1, 2009) – J. C. Penney Company, Inc., one of the nation’s largest department store retailers, is offering shoppers an easy and exciting way to experience great style and quality at affordable prices with the grand opening of the JCPenney store at Summit Fair, located at 990 N.W. Blue Parkway in Lee’s Summit, Mo.

The official grand opening celebration for the 105,000-square-foot JCPenney will take place on July 31 beginning at 9 a.m. The new store will contribute approximately 180 jobs to the local economy and is among five JCPenney stores celebrating grand openings on the same day nationwide.

As part of the grand opening celebration on July 31, the JCPenney Afterschool Fund will contribute a \$5,000 grant to the Boys & Girls Club of Greater Kansas City that will allow local children to participate in afterschool programs during the school year. Additionally, JCPenney will provide five \$50 gift cards to the local Boys & Girls Club to help students purchase school apparel. The contributions will be presented during the store’s ribbon-cutting ceremony.

Stylish Brands at Affordable Prices

Just in time for Back-to-School shopping, the store will be set with a range of stylish teen and children’s brands, including the recently launched surf-and-skate-inspired brands for young men RS By Sheckler, Rusty, and Third Rail a Zoo York Production. As the leading destination for denim, the new JCPenney will also showcase some of the most popular jeanswear brands including Levi’s® and The Original Arizona Jean Company®. These, along with other highly-desired juniors and young men’s brands such as Decree®, Fabulosity by Kimora Lee Simmons and Dorm Life™ (a dorm décor brand), make JCPenney the headquarters for Back-to-School shopping.

Throughout the store, wide aisles and efficient customer service centers make shopping easy and convenient. The layout helps shoppers easily locate brands, including some of the most recognized national brands such as Kitchenaid®, Nike® and adidas®, exclusive designer brands such as I “Heart” Ronson® by Charlotte Ronson, ALLEN B. ® by Allen B. Schwartz, Nicole by Nicole Miller® and must-have JCPenney private brands such as Linden Street™, Ambrielle®, Worthington® and Stafford®.

Two Great Concepts Take Center Stage

The store also showcases JCPenney’s two brand concepts: a Sephora beauty boutique and the American Living® collection of fashions for men, women, children and home.

The full-service Sephora boutique covers approximately 1,500 square feet and boasts the best that Sephora has to offer, including some of the most desired brands in makeup, skincare, fragrance, and accessory products. The Sephora inside JCPenney is staffed by a team of beauty consultants specially trained in the Science of Sephora.

Exclusively at JCPenney, American Living is a new tradition in American style for family and home. Developed for the JCPenney customer by Polo Ralph Lauren’s Global Brand Concepts, the classic traditional lifestyle brand captures the American spirit with its timeless style and impeccable quality, all at JCPenney’s signature smart prices.

Designed to Earn the ENERGY STAR

Consistent with JCPenney’s focus on superior energy management practices, the Lee’s Summit store is one of four JCPenney stores opening on July 31 to be certified by the U.S. Environmental Protection Agency as “Designed to Earn the ENERGY STAR,” making JCPenney the first national retailer to receive this designation for implementation of energy conservation from the store design stage.

Additional Services

For added convenience, the new JCPenney at Summit Fair provides an assortment of services under one roof, including an all-occasion portrait studio, expert in-home custom decorating services, and a full-service salon offering an array of professional hair and beauty services, as

well as products from leading salon brands. In addition, customers can place orders or pick up Internet and catalog purchases at the store's Service desk.

The store will operate Monday through Friday from 10 a.m. to 10 p.m., Saturday 9 a.m. to 10 p.m. and Sunday from 10 a.m. to 8 p.m.

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About JCPenney

JCPenney is one of America's leading retailers, operating 1,101 department stores throughout the United States and Puerto Rico, as well as one of the largest apparel and home furnishing sites on the Internet, jcp.com, and the nation's largest general merchandise catalog business. Through these integrated channels, JCPenney offers a wide array of national, private and exclusive brands which reflect the Company's commitment to providing customers with style and quality at a smart price. Traded as "JCP" on the New York Stock Exchange, the Company posted revenue of \$18.5 billion in 2008 and is executing its strategic plan to be the growth leader in the retail industry. Key to this strategy is JCPenney's "Every Day Matters" brand positioning, intended to generate deeper, more emotionally driven relationships with customers by fully engaging the Company's approximately 150,000 Associates to offer encouragement, provide ideas and inspire customers every time they shop with JCPenney.

About The JCPenney Afterschool Fund

The JCPenney Afterschool Fund is a charitable organization committed to providing children in need with access to life-enriching afterschool programs that inspire children to be smart, strong and socially responsible. Through partnerships with the YMCA of the USA, Boys & Girls Clubs of America, National 4-H and United Way of America, the JCPenney Afterschool Fund helps prepare children to reach their full potential by providing them with essential afterschool opportunities. For additional information, visit www.jcpennyafterschool.org.

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