



Every Day Matters™  
jcp.com

## Media Alert

### **JCPENNEY AFTERSCHOOL FUND TO RAISE MORE THAN \$4 MILLION AT ANNUAL BENEFIT**

#### ***Benefit Largest One-Night Fundraiser in the Dallas/Ft. Worth Metroplex***

**PLANO, Texas (May 12, 2008)** – The 7<sup>th</sup> Annual JCPenney Afterschool Fund Benefit on Tuesday, May 13 in Dallas will raise more than \$4 million in contributions to provide over 20,000 kids access to quality afterschool programs nationwide. **Michael Strahan** – representing JCPenney’s “Take a Player to School” partnership with the NFL – along with the Company’s executives and its top suppliers will gather to support the Fund. This year’s benefit will include silent and live auctions with exciting packages featuring jewelry, vacations, autographed sports and entertainment memorabilia — such as a Carlos Santana autographed guitar — and a private fashion consultation from designer Nicole Miller. The event will conclude with a special performance by local band **Emerald City**.

The JCPenney Afterschool Fund is committed to providing safe, life-enriching afterschool programs for children in need. Studies show that more than 14.3 million children in the United States are unsupervised after school between the hours of 3 p.m. and 6 p.m. each day. Left unattended, these children are three times more likely to engage in risky behaviors. Studies show that youth who participate in quality afterschool programs significantly improve their grades and behavior, and high-risk communities that institute afterschool programs see dramatic decreases in youth violence and crime. Through its support of Boys & Girls Clubs of America, YMCA of the USA, National 4-H and United Way of America, the JCPenney Afterschool Fund provides children in need with access to life-changing afterschool programs that help them reach their full potential in life.

**Who:** JCPenney Chairman and CEO Myron (Mike) Ullman, III and Chairman of the JCPenney Afterschool Fund Mike Theilmann are available for interviews. For interview requests, please call to schedule.

**When:** **Tuesday, May 13, 2008**  
5:30 p.m. – Cocktail Reception/Photography  
7:00 –10:00 p.m. – Presentation/Dinner

**Location:** **Sheraton Hotel (formerly Adam’s Mark Hotel)**  
400 N. Olive Street  
Dallas, Texas 75201

###