



JCPENNEY INVITES CUSTOMERS TO PARTICIPATE IN “DAY OF GIVING BACK”

Proceeds to Benefit Local Afterschool Programs

PLANO, Texas (Sept. 12, 2008) – From Sept. 14 thru Sept. 28, customers visiting JCPenney stores across the nation will have an opportunity to assist at-risk children in their local community by purchasing a \$5 “Day of Giving Back” coupon, good for up to 20 percent off most purchases made on Sept. 28 in-store, online at jcp.com or via catalog. All proceeds raised from the sale of the coupons will be donated by the JCPenney Afterschool Fund to local chapters of the Boys & Girls Clubs of America, YMCA of the USA, National 4-H Council and the United Way of America. These organizations deliver high-quality afterschool programs that keep children safe and foster their academic, physical and social development.

“We realize that the afterschool issue is a cause close to the hearts and minds of our customers, and the ‘Day of Giving Back’ coupon initiative provides our customers an opportunity to directly make a difference in the lives of children in their local communities,” said Mike Theilmann, chairman of the JCPenney Afterschool Fund. “With 100 percent of the proceeds from the ‘Day of Giving Back’ coupons going to local afterschool programs, customers can make a difference right in their own neighborhood, all while saving on their shopping purchases.”

In celebration of the “Day of Giving Back” on Sept. 28, representatives from local afterschool organizations will be in stores from 12 p.m. to 4 p.m., to help increase awareness of the afterschool issue and encourage customers to become active participants in helping this important cause.

The need for accessible and affordable afterschool programs is important to millions of America’s working families. Through its national afterschool program providers, the JCPenney Afterschool Fund increases access for children in need and builds the capacity of local afterschool programs to serve more kids. With all 1,083 JCPenney stores participating in initiatives like “Day of Giving Back,” JCPenney Afterschool Fund grants reach youth from kindergarten through the 12th grade in all 50 states, Washington D.C. and Puerto Rico.

Studies show that 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. Additionally, studies show that youth are at greater risk of involvement in crime, drug abuse and other destructive behaviors during these hours. To address this issue, JCPenney created the JCPenney Afterschool Fund in 2001, and together they have contributed more than \$70 million to support the afterschool cause nationwide, giving tens of thousands of children the opportunity to participate in essential afterschool programs. The JCPenney Afterschool Fund continues working toward the day when all children in America will have access to life-changing afterschool programs that help them reach their full potential.

Select limitations on “Day of Giving Back” coupons will apply.

About The JCPenney Afterschool Fund

The JCPenney Afterschool Fund is a charitable organization committed to advancing the afterschool movement in JCPenney communities by increasing access for children in need, inspiring innovation in the field, and elevating awareness of the value of afterschool programs. Currently, more than 14 million youth in America are unsupervised every day between the hours of 3 p.m. and 6 p.m. 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.

About JCPenney

JCPenney is one of America's leading retailers, operating 1,083 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 \$19.9 billion in 2007 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 155,000 Associates to offer encouragement, provide ideas and inspire customers every time they shop with JCPenney.