



JCPENNEY CUSTOMERS “ROUND-UP” FOR KIDS

Customers Invited to Celebrate Season of Giving by Rounding Up Their Purchases to Benefit JCPenney Afterschool Fund

100 Percent of the Donations to Benefit Children in Need

PLANO, Texas (Nov. 30, 2007) – JCPenney customers can share in the giving spirit this holiday season by once again participating in the JCPenney Afterschool Round-up program. From now through Dec. 9, customers have the opportunity to “round-up” their JCPenney purchases to the nearest whole dollar and donate the difference to the JCPenney Afterschool Fund. Donations will help the public charity provide children in need with access to life-enriching afterschool programs that keep them safe and foster their academic, physical and social development. Earlier this year, the Afterschool Round-up program generated \$2.2 million in contributions to the JCPenney Afterschool Fund.

“We realize that the afterschool issue is a cause close to the hearts and minds of our customers and Associates,” said Myron E. (Mike) Ullman, III, chairman and CEO of JCPenney. “During this season of giving, we’re inviting customers and Associates to share the spirit by joining us in giving back to our communities. By simply rounding up their purchases, 100 percent of their donation will go toward providing tens of thousands of children with access to afterschool programs that will help them reach their full potential.”

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.

The biggest barrier for most families to getting children into an afterschool program is the cost. Afterschool programs cost an average of \$1,800 a year per child, putting programs out of reach for millions of America’s working families. Over the past six years, JCPenney and the JCPenney Afterschool Fund together have contributed more than \$60 million to support the afterschool cause nationwide. This year, the JCPenney Afterschool Fund will work with its national afterschool program partners (Boys & Girls Clubs of America, YMCA of the USA, National 4-H Council and United Way of America) to provide grants directly to more than 20,000 children in all 50 states, Puerto Rico and the District of Columbia, who would otherwise be unable to participate due to financial hardship.

In addition to the Afterschool Round-up program, customers can also give back with the purchase of a Build-A-Bear Workshop®, offered in either a cuddly bear (“Huggy Bear”)

or a loveable monkey (“Mocha Monkey”) and also includes a \$5 coupon to be used at a Build-A-Bear Workshop. Each plush toy includes a personalization chip with a “record-and-play” function allowing a six-second message, and is embroidered with the Build-A-Bear Workshop logo and year. Net profits from the sale of the Build-A-Bear Workshop® will be donated to the JCPenney Afterschool Fund.

About JCPenney

JCPenney is one of America’s leading retailers, operating 1,048 department stores throughout the United States and Puerto Rico, as well as one of the largest apparel and home furnishing sites on the Internet, www.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 2006 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.

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 foster their academic, physical and social development. The JCPenney Afterschool Fund also works to raise awareness of the benefits of afterschool programming, and is committed to ensuring that every child has access to the world of opportunities that awaits them after school.