



JCPENNEY REPORTS NOVEMBER SALES

PLANO, Texas, Dec. 6, 2007 – J. C. Penney Company, Inc. (NYSE:JCP) comparable department store sales increased 2.6 percent for the four weeks ended Dec. 1, 2007, in line with guidance for a low single-digit increase and compared to a 1.4 percent increase last year. Total department store sales increased 5.8 percent for the four weeks. For the month, the best performing merchandise categories were children's and fine jewelry. Geographically, the best performances were in the northeast and central regions of the country.

Internet sales through www.jcp.com increased 41.2 percent for the month, on top of a 17.5 percent increase last year. Total Direct sales increased 17.6 percent compared with guidance for a mid-single digit increase and a 0.3 percent decrease last year. Sales in Direct were well above expectations driven by customer response to enhanced promotional programs, with particular strength in gift items, sleepwear and jewelry.

The Company said that customers continue to respond well to "appointment" shopping occasions. This was evident in the positive response to the Company's expanded assortment of "red box gifts" and seasonal apparel offerings during the post-Thanksgiving weekend, a record sales period for the Company, which offset weakness during other weeks of the month.

Looking ahead, several important selling weeks of the holiday shopping season are still to come in what remains a challenging economic environment. Accordingly, the Company continues to plan its business conservatively, while focusing on reinforcing its position as America's gift headquarters by providing compelling merchandise and gift assortments supported by an engaging promotional calendar.

Sales Outlook

As noted previously, the calendar shift due to last year's 53rd week will affect monthly sales patterns, with November benefiting from an extra week of pre-holiday sales and a negative impact on sales in the December and January periods.

- December: Comparable department store sales are expected to decrease mid-single digits for the five-week period ending Jan. 5, and Direct sales are expected to decrease mid-teens.
- Fourth quarter: On a 13-week basis, management continues to expect comparable department store sales to decrease low-single digits for the fourth quarter, and Direct sales are now expected to decrease low- to mid-single digits.

Preliminary November Sales Summary (\$ in millions)

	Period ended		% Increase/(Decrease)			
			All Stores		Comp Stores	
	Dec 1, 2007	Nov 25, 2006	2007	2006	2007	2006
<u>4 Weeks</u>						
Department stores	\$ 1,709	\$ 1,616	5.8	3.3	2.6	1.4
Direct	341	290	17.6	(0.3)		
Total Company	<u>\$ 2,050</u>	<u>\$ 1,906</u>	7.6	2.7		
<u>43 Weeks</u>						
Department stores	\$ 13,232	\$ 12,844	3.0	5.2	0.4	4.0
Direct	2,288	2,301	(0.6)	3.5		
Total Company	<u>\$ 15,520</u>	<u>\$ 15,145</u>	2.5	4.9		

Sales Conference Call Recording (8:30 a.m. ET)

(800) 642-1687 (U.S.), (706) 645-9291 (International) -- Conference ID: 8337160

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About JCPenney

JCPenney is one of America's leading retailers, operating 1,067 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 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.

This release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements, which reflect the Company's current views of future events and financial performance, involve known and unknown risks and uncertainties that may cause the Company's actual results to be materially different from planned or expected results. Those risks and uncertainties include, but are not limited to, general economic conditions, including inflation, consumer spending patterns and debt levels, the cost of goods, trade restrictions, changes in tariff, freight, paper and postal rates, changes in the cost of fuel and other energy and transportation costs, competition and retail industry consolidations, interest rate fluctuations, dollar and other currency valuations, risks associated with war, an act of terrorism or pandemic, and a systems failure and/or security breach that results in the theft, transfer or unauthorized disclosure of customer, employee or Company information. Please refer to the Company's most recent Form 10-K and subsequent filings for a further discussion of risks and uncertainties. Investors should take such risks into account when making investment decisions. We do not undertake to update these forward-looking statements as of any future date.

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