



JCPENNEY REPORTS AUGUST SALES

PLANO, Texas, Sept. 3, 2008 -- J. C. Penney Company, Inc. (NYSE:JCP) comparable store sales decreased 4.9 percent for the four-week period ended Aug. 30, 2008, in-line with the Company's guidance for sales to decrease mid-single digits. In last year's August reporting period, comparable store sales decreased 2.4 percent. Total Company sales in August decreased 3.2 percent.

Women's apparel and family shoes were the strongest performing merchandise divisions in August, while fine jewelry and home experienced the weakest sales during the month. The central and northwest regions were the best performing regions, with the southeast experiencing the softest sales in August.

With respect to inventory, the Company continues to expect that total inventory will be below last year's level at the end of the Back-to-School shopping season.

Preliminary August Sales Summary (\$ in millions)

	Total Company Sales for period ended		% Increase/(Decrease)			
	Aug. 30, 2008	Sept. 1, 2007	Total Sales		Comp Stores	
			2008	2007	2008	2007
<u>4 Weeks</u>	\$ 1,513	\$ 1,563	(3.2)	(1.1)	(4.9)	(2.4)
<u>30 Weeks</u>	\$ 9,922	\$ 10,304	(3.7)	2.6	(5.7)	2.3

September Sales Outlook

Management's guidance for the five-week period ending Oct. 4, 2008, is for a mid- to high-single digit decrease in comparable store sales, compared to a 3.7 percent decrease during the same period last year.

JCPenney will release its September sales results before the market opens on Wednesday, Oct. 8, 2008, one day earlier than the originally scheduled date of Oct. 9, which coincides with the observance of Yom Kippur. The related sales recording will be available at the same time as the sales release.

CEO Mike Ullman Presentation at Goldman Sachs Global Retailing Conference

JCPenney's Chairman and CEO, Mike Ullman, will be presenting at 10:25 a.m. Eastern time today, Sept. 3, at the Goldman Sachs 15th Annual Global Retailing Conference in New York City. A webcast link to Mr. Ullman's presentation at the Conference is available on the JCPenney Investor Relations page at www.jcpenney.net.

Sales Conference Call Recording (8:00 a.m. ET) -- (877) 793-7778

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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.

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, recession, 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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