



JCPENNEY REPORTS JUNE SALES

PLANO, Texas, July 10, 2008 -- J. C. Penney Company, Inc. (NYSE:JCP) comparable store sales decreased 2.4 percent for the five weeks ended July 5, 2008, compared to the Company's guidance for sales to decrease mid-single digits and compared to a 0.7 percent decrease last year. Total sales in June decreased 0.4 percent.

The women's division was the top performing merchandise division in June, while fine jewelry and home continued to experience softer sales performance. Geographically, the best performing areas of the country were the northeast and central regions.

Preliminary June Sales Summary

(\$ in millions)

	Total Company Sales for period ended		% Increase/(Decrease)			
	Jul. 5, 2008	Jul. 7, 2007	Total Sales		Comp Stores	
			2008	2007	2008	2007
<u>5 Weeks</u>	\$ 1,602	\$ 1,609	(0.4)	(0.4)	(2.4)	(0.7)
<u>9 Weeks</u>	\$ 2,946	\$ 2,986	(1.3)	(0.4)	(3.3)	(0.8)
<u>22 Weeks</u>	\$ 7,073	\$ 7,336	(3.6)	1.6	(5.7)	1.6

July Sales Outlook

Management's guidance for the four-week period ending Aug. 2, 2008, is for a mid-single digit decrease in comparable store sales. In last year's July period, comparable store sales increased 12.0 percent, largely driven by a calendar shift that moved sales for the first week of August, an important week for Back-to-School sales, into the July reporting period.

Sales Conference Call Recording (8:30 a.m. ET) -- (877)793-7778

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About JCPenney

JCPenney is one of America's leading retailers, operating 1,074 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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