



## JCPENNEY REPORTS MARCH SALES

**PLANO, Texas, April 10, 2008** – J. C. Penney Company, Inc. (NYSE:JCP) comparable store sales decreased 12.3 percent for the five weeks ended April 5, 2008, consistent with the Company's most recent guidance. This compares with an 11.0 percent increase in last year's period. Total sales in March decreased 10.3 percent.

Sales declines during the month were broad-based across most merchandise categories and areas of the country, including soft sales over the Easter period. Customers are responding positively to new American Living product across all categories in which it is available, and Sephora inside JCPenney continues to experience strong sales results.

### **April Sales Outlook**

Management's guidance for the four-week period ending May 3, 2008, is for a mid- to high-single digit decrease in comparable store sales, compared to a 3.4 percent decrease in last year's April period. This guidance reflects the expectation for a continuation of recent trends and the benefit from an extra day of selling in this year's April period.

### **Preliminary March Sales Summary**

(\$ in millions)

	Period ended		% Increase/(Decrease)			
			Total Sales		Comp Stores	
	Apr. 5, 2008	Apr. 7, 2007	2008	2007	2008	2007
<b><u>5 Weeks</u></b>						
Total Company	\$ 1,538	\$ 1,715	(10.3)	10.7	(12.3)	11.0
<b><u>9 Weeks</u></b>						
Total Company	\$ 2,794	\$ 3,029	(7.8)	6.2	(9.9)	6.7

***Sales Conference Call Recording (8:30 a.m. ET)***  
***(866) 439-4554 -- Conference ID: 353703#***

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**About JCPenney**

JCPenney is one of America's leading retailers, operating 1,073 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](http://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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