



JCPENNEY PARTNERS WITH ELLEN DEGENERES

Ellen Rejoins the jcpenney Team to Tout the Making of America's Favorite Store

PLANO, Texas - Jan. 25, 2012 – America's favorite talk-show host and one-time former jcpenney associate, Ellen DeGeneres, is partnering with jcpenney to help usher in a new era for the retailer. The exclusive partnership was announced today as part of the Company's brand unveiling in New York City, where it laid out its vision to revolutionize the way people shop and become America's favorite store.

"Ellen DeGeneres is one of the most fun and vibrant people in entertainment today, with great warmth and a down-to-earth attitude. The millions who watch her on television and follow her through social media relate to her and trust what she has to say," said Michael Francis, president of J. C. Penney Company, Inc. "Importantly, we share the same fundamental values as Ellen. At jcpenney, we couldn't think of a better partner to help us put the fun back into the retail experience. Moving forward, we'll be focused on being in sync with the rhythm of our customers' lives and operating in a 'Fair and Square' manner that is rooted in integrity, simplicity and respect. We're thrilled that she's joining our team to help convey the exciting transformation under way."

Ellen and jcpenney will team up to participate in myriad promotional activities touting the brand's transformation, including the Company's move to "Fair and Square Pricing."

"One of my first jobs was at a jcpenney in Metairie, Louisiana. You know what – I don't think I ever clocked out on my last day. I should look into that. Anyway, I'm so excited to be back working with the company," said DeGeneres. "They have an incredible vision for the future and are completely re-inventing themselves to become America's favorite store. And most importantly, I'm gonna get my employee discount again. Hello new pillows!"

About Ellen DeGeneres

Television icon and entertainment pioneer, Ellen DeGeneres is one of America's most beloved, popular and celebrated people across the television, film and literary world. In addition to having nearly 9 million followers on Twitter and 6.5 million Facebook fans, Ellen's syndicated talk show, "The Ellen DeGeneres Show" is the daytime destination for laughter and fun. The show is in its ninth season and has won 35 Daytime Emmy Awards. Ms. DeGeneres has also won 12 People's Choice Awards and most recently, the Teen Choice Award for "Choice Comedian" for a third consecutive year. She has been included in *Forbes* "100 Most Powerful Women" as well as *Entertainment Weekly's* "50 Most Powerful Entertainers" and *TIME Magazine's* "100 Most Influential People."

Ms. DeGeneres has received critical acclaim for her HBO stand-up specials, has starred in and written award-winning television sitcoms, including "Ellen" from 1994 to 1998, and is an

accomplished author. Her first book debuted at No. 1 on the *New York Times* Best Seller list in 1995, and all three of her books have been enormously successful. Both on and off screen, Ms. DeGeneres' humanitarian efforts take center stage. The causes she supports include breast cancer awareness, animal rescue and rehabilitation, and prevention of global warming. Ms. DeGeneres also recently shed light on the anti-bullying issue by creating a PSA titled "Be Kind." Additionally, Ms. DeGeneres raised \$10 million for her hometown of New Orleans in order to improve the lives of residents there following Hurricane Katrina. In November 2011, she was named as Special Envoy for Global AIDS Awareness by Secretary of State Hillary Rodham Clinton.

About J. C. Penney Company, Inc.

Over 110 years ago, James Cash Penney founded his company on the principle of treating customers the way he wanted to be treated himself: fair and square. Today, rooted in its rich heritage, J. C. Penney Company, Inc. (NYSE: JCP) is re-imagining every aspect of its business in order to reclaim its birthright and become America's favorite store. The Company is transforming the way it does business and remaking the customer experience across its 1,100 jcpenney stores and on jcp.com. On every visit, customers will discover straightforward Fair and Square Pricing, month-long promotions that are in sync with the rhythm of their lives, exceptionally curated merchandise, artful presentation, and unmatched customer service.

For more information about jcpenney, visit jcp.com.

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