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\$15,000 GRANT FROM JCPENNEY HELPS CHILDREN IN BALTIMORE CITY AND HARFORD COUNTY PARTICIPATE IN YMCA AFTERSCHOOL PROGRAMS

(Baltimore, MD)— The Y of Central Maryland has received a \$15,000 grant from jcp cares, jcpenny's new charitable giving program, to provide school-aged children with financial assistance to attend afterschool programs at the Y. This gift provides children in the Upton/Druid Hills community, East Baltimore and Harford County – who otherwise could not afford to participate – with access to life-enriching afterschool programs that cultivate the values, relationships and skills kids need to thrive. This is the 2nd consecutive year that jcpenny has supported the local Y's afterschool programs.

According to the Afterschool Alliance, a nonprofit public awareness advocacy organization, 15.1 million U.S. children are left unsupervised after 3 p.m. during the school year. Studies show participation in afterschool programs helps boost school attendance and academic performance and reduces gaps in academic achievement among children from disadvantaged households.

"As a company founded on the Golden Rule, jcpenny has a strong legacy of giving back," said Miki Woodard, president of jcp cares and vice president of philanthropy at jcpenny. "We are firmly committed to organizations like the Y, which truly make a difference in their communities."

The Y of Central Maryland sees the benefits of this collaboration first-hand. "The support of jcpenny enhances our efforts to serve as many children as possible with meaningful, high-quality afterschool programming," says Michelle Becote-Jackson, senior vice president, Y Journeys for Youth Development. "By working together we can not only keep children safer, but also help provide them with lasting benefits, including healthier lifestyles, improved social skills and an enhanced academic performance."

In Baltimore City, the Y currently serves over 500 students in 100 percent grant-funded afterschool programs at eight locations. In Harford County, the Y currently serves over 750 students in primarily school-based afterschool programs at a total of 17 locations.

In addition to supporting local Ys' afterschool programs, jcpenny, through jcp cares, has named the Y as its featured charity for the month of January 2013. jcpenny team members will invite customers throughout the month of January to round up their purchases in stores to the nearest whole dollar and donate the difference to the Y. These resources will support the Y's national commitment to

closing the achievement gap through three key programs: early learning, afterschool learning and summer learning. jcpenny will feature the Y prominently on the company's web site (www.jcp.com), in mailings to customers and nationwide in stores throughout January. Donations will also be accepted online through January 31 at: www.jcpenny.com/jcpcares.

About jcpenny

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 jcpenny 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 jcpenny, visit jcp.com.

Our Mission:

The Y of Central Maryland is a charitable organization dedicated to developing the full potential of every individual through programs that build healthy spirit, mind and body for all.

Our Commitment:

At the Y, we are committed to providing family-oriented, affordable, high quality programs that lead to:

- Every child and youth deepening positive values, their commitment to service and their motivation to learn
- Every family building stronger bonds, achieving greater work/life balance and becoming more engaged with their communities
- An enhanced quality of life in the communities in which we operate

The Y is a place for everyone. People of all races, ages, faiths, gender, abilities, backgrounds and incomes are welcome and financial assistance on a sliding scale is available to those who would otherwise be unable to participate.

Our Values:

Caring, Honesty, Respect and Responsibility

More information can be found at www.ymaryland.org.

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