



**JCPENNEY AFTERSCHOOL FUND DISTRIBUTES OVER  
\$9.25 MILLION IN GRANTS**

***Thanks to Funds Raised, Including \$2.2 Million from JCPenney Customer-Funded Round-up Program, Children Provided Access to Life-Enriching Afterschool Programs***

**PLANO, Texas (Oct. X, 2007)** – This school year, more than 20,000 children across the nation are participating in safe, life-enriching afterschool programs thanks to the JCPenney Afterschool Fund and its contribution of more than \$9.25 million through the organization’s access grant program. This year’s contribution includes \$2.2 million raised from the Afterschool Round-up program. JCPenney customers were recently invited to “round-up” their purchases to the nearest whole dollar and donate the difference to the JCPenney Afterschool Fund, which used 100 percent of their donations to provide children with access to high-quality afterschool opportunities.

“Thanks to their donations, JCPenney customers and Associates have directly improved the lives of more than 20,000 children,” said Mike Theilmann, chairman of the JCPenney Afterschool Fund. “With grants from the JCPenney Afterschool Fund, at-risk children now have access to afterschool programs that will keep them safe and foster their academic, physical and social development.”

Through four national afterschool program providers and funders -- Boys & Girls Clubs of America, YMCA of the USA, National 4-H and United Way of America -- the JCPenney Afterschool Fund assisted children who were currently not in afterschool programs or on the verge of leaving afterschool programs due to a lack of funds. These national organizations identified the at-risk children and provided matching funds for full or partial financial assistance. The grants reached youth from kindergarten through the 12<sup>th</sup> grade in all 50 states, Washington D.C. and Puerto Rico. Additionally, JCPenney contributed over \$1 million in gift cards in support of the JCPenney Afterschool Fund grants. Each child who received a grant also received a JCPenney gift card to help with the purchase of clothing and supplies for the school year.

Studies show that 14.3 million children in the United States are unsupervised after school between the hours of 3 p.m. and 6 p.m. each day. Additionally, studies show that youth are at greater risk of involvement in crime, drug abuse and other destructive behaviors during these hours. To address this issue, JCPenney created the JCPenney Afterschool Fund in 2001, and together they have contributed more than \$60 million to support the afterschool cause nationwide, giving tens of thousands of children the opportunity to participate in essential afterschool programs. The JCPenney Afterschool Fund continues working toward the day when all children in America will have access to life-changing afterschool programs that help them reach their full potential.

### **About The JCPenney Afterschool Fund**

The JCPenney Afterschool Fund is a charitable organization committed to providing children in need with access to life-enriching afterschool programs that foster their academic, physical and social development. The JCPenney Afterschool Fund also works to raise awareness of the benefits of afterschool programming, and is committed to ensuring that every child has access to the world of opportunities that awaits them after school.

### **About JCPenney**

JCPenney is one of America's leading retailers, operating 1,048 department stores throughout the United States and Puerto Rico, as well as one of the largest apparel and home furnishing sites on the Internet, [www.jcp.com](http://www.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 2006 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.

### **For further information contact:**

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