

Item 7.01 Regulation FD Disclosure.

J. C. Penney Company, Inc. (the “Company”) previously announced plans to host an Analyst Day via webcast on April 7, 2020. Due to heightened health and safety concerns as well as the uncertainty brought about by the spread of COVID-19, the Company believes it is in the best interest of its customers, stockholders, partners and associates to remain focused solely on the operations of the business. As a result, the Company is postponing its Analyst Day event until future notice.

As global and domestic economies remain in a period of uncertainty and subsequent recovery for an as yet undetermined period of time, the Company is withdrawing the financial guidance it previously issued on February 27, 2020 and as such, investors should no longer rely on that information. The Company is not providing an updated outlook at this time.

The information disclosed in this Item 7.01 is being furnished and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that Section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any general incorporation language in such a filing.

Cautionary Statement Regarding Forward-Looking Information

The Company has included statements in this Current Report on Form 8-K that may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Words such as “expect” and similar expressions identify forward-looking statements. Forward-looking statements are based only on the Company’s current assumptions and views of future events and financial performance. They are subject to known and unknown risks and uncertainties, many of which are outside of the Company’s control that may cause the Company’s actual results to be materially different from planned or expected results. Please refer to the Company’s Annual Report on Form 10-K for the year ended February 2, 2020 for a further discussion of risks and uncertainties. Investors should take such risks into account and should not rely on forward-looking statements when making investment decisions. Any forward-looking statement made by us in this Current Report on Form 8-K is based only on information currently available to us and speaks only as of the date on which it is made. We do not undertake to update these forward-looking statements as of any future date.

Item 8.01 Other Events.

On March 18, 2020, the Company issued a press release announcing the temporary closure of its stores and business offices effective March 19, 2020. The Company’s flagship store, jcp.com, and its mobile app remain open. A copy of the press release is filed herewith as Exhibit 99.1 hereto and is incorporated by reference herein.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibit 99.1 [J. C. Penney Company, Inc. News Release issued March 18, 2020](#)

Exhibit 104 Cover Page Interactive Data File - the cover page XBRL tags are embedded within the Inline XBRL document

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

J. C. PENNEY COMPANY, INC.

By: /s/ Bill Wafford

Bill Wafford

Executive Vice President, Chief Financial Officer

Date: March 20, 2020

JCPenney news release

JCPenney Temporarily Closes Stores and Business Offices in Response to Coronavirus (COVID-19)

PLANO, Texas (March 18, 2020) - J. C. Penney Company, Inc. (NYSE: JCP) today announced that in response to the evolving global Coronavirus (COVID-19) pandemic, it will temporarily close its stores and business offices, starting today at 7 p.m. local time. The stores and business offices are scheduled to reopen April 2.

“With the effects of the outbreak being felt more each day, our primary concern and area of focus is and has been on the health and safety of our associates, our customers, and our communities,” said Jill Soltau, chief executive officer of JCPenney. “We know this is a critical, unprecedented time and our thoughts are with those who have been impacted.”

The Company will continue to monitor the situation and follow guidance from the CDC and local, state, and federal health officials and will reassess or adjust its policies accordingly as the situation unfolds.

Customers can continue to shop online at the Company’s flagship store, jcp.com, or through its app.

Media Relations:

(972) 431-3400 or jcpnews@jcp.com

Follow [@jcpnews](https://twitter.com/jcpnews) on Twitter for the latest announcements and Company information.

Investor Relations:

(972) 431-5500 or jcpinvestorrelations@jcp.com

About JCPenney

J.C. Penney Company, Inc. (NYSE: JCP), one of the nation’s largest apparel and home retailers, combines an expansive footprint of approximately 850 stores across the United States and Puerto Rico with a powerful e-commerce site, jcp.com, to deliver style and value for all hard-working American families. At every touchpoint, customers will discover stylish merchandise at incredible value from an extensive portfolio of private, exclusive, and national brands. Reinforcing this shopping experience is the customer service and warrior spirit of nearly 90,000 associates across the globe, all driving toward the Company’s mission to help customers find what they love for less time, money, and effort. For additional information, please visit jcp.com.

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