

SOUTHWESTERN NEWS

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J.C. PENNEY PLEDGES \$200,000 TO UT SOUTHWESTERN

DALLAS — February 25, 1994 — In a move the firm calls unusual, J.C. Penney Co. has pledged \$200,000 to the Fund for Molecular Research at The University of Texas Southwestern Medical Center.

The first \$100,000 of the gift, which is being donated by the company through the Crystal Charity Ball, is designated for research benefiting pediatrics. The total gift will receive dollar-for-dollar matching funds.

"Although many of our company's contributions are directed toward the health and welfare of the Dallas community, it is not customary for J.C. Penney to get involved with medical research," said W.R. Howell, chairman and chief executive officer of J.C. Penney.

"UT Southwestern has become a special exception. We see this institution as an important asset to the community — whether you consider its contributions to medical care, education or economic development in Dallas. There is great potential for UT Southwestern to achieve its goals. Lives will continue to be changed because of the medical center's commitment to research. We are proud to be a part of that commitment," he said.

J.C. Penney, a national department store and retail catalog company, has maintained its support for UT Southwestern since its home office relocated from New York to Plano in 1988. During that year, J.C. Penney contributed \$250,000 toward the establishment of Zale Lipshy University Hospital, a 160-bed teaching and referral hospital at UT Southwestern.

Howell, who became J.C. Penney's chairman and CEO in 1983, is a member of the Fund for Molecular Research campaign committee. The company is a member of the President's Research Council, which annually supports the work of a promising

(More)

J.C. PENNEY GIFT

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young medical scientist and is kept abreast of recent developments in medical science, education and patient care in Dallas.

Last year J.C. Penney contributed more than \$1.5 million to charitable organizations and causes in the Dallas/Fort Worth area, with an emphasis on programs addressing education and volunteerism.

One of J.C. Penney's major charities is the Crystal Charity Ball, which was established in 1951 to raise funds for Dallas County organizations, institutions or programs primarily concerned with the welfare of children.

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