

J C PENNEY CO INC  
Form SC 13D/A  
August 19, 2011

**Table of Contents**

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
SCHEDULE 13D  
(Rule 13d-101)  
INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT  
TO RULE 13d-1(a) AND AMENDMENTS THERETO FILED PURSUANT TO  
RULE 13d-2(a)**

**Under the Securities Exchange Act of 1934  
(Amendment No. 4)\*  
J.C. Penney Company, Inc.**

(Name of Issuer)  
**Common Stock**

(Title of Class of Securities)  
**708160106**

(CUSIP Number)  
**Roy J. Katzovicz, Esq.  
Pershing Square Capital Management, L.P.  
888 Seventh Avenue, 42nd Floor  
New York, NY 10019  
212-813-3700**

With a Copy to:  
**Stephen Fraidin, Esq.  
Kirkland & Ellis LLP  
601 Lexington Avenue  
New York, NY 10022  
212-446-4800**

(Name, Address and Telephone Number of Person  
Authorized to Receive Notices and Communications)  
August 19, 2011

(Date of Event Which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(e), 13d-1(f) or 13d-1(g), check the following box.   
**Note:** Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See Rule 13d-7 for other parties to whom copies are to be sent.

The information required on the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter

disclosures provided in a prior cover page. The information required on the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 (Act) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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**Table of Contents**

<b>1</b>	NAME OF REPORTING PERSON	
	Pershing Square Capital Management, L.P.	
<b>2</b>	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP	
	(a) <input type="radio"/>	
	(b) <input type="checkbox"/>	
<b>3</b>	SEC USE ONLY	
<b>4</b>	SOURCE OF FUNDS	
	OO	
<b>5</b>	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e)	
	<input type="checkbox"/>	
<b>6</b>	CITIZENSHIP OR PLACE OF ORGANIZATION	
	Delaware	
<b>7</b>	SOLE VOTING POWER	
NUMBER OF	0	
<b>8</b>	SHARES BENEFICIALLY OWNED BY	SHARED VOTING POWER
		39,075,771
<b>9</b>	EACH REPORTING PERSON	SOLE DISPOSITIVE POWER
		0

WITH SHARED DISPOSITIVE POWER

**10**

39,075,771

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

**11**

39,075,771

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES

**12**

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

**13**

18.3%(1)

TYPE OF REPORTING PERSON

**14**

IA

(1) Calculated based on 213,209,237 shares of the Common Stock, 50 cents par value, of J.C. Penney Company, Inc., outstanding as of June 6, 2011, as reported in J.C. Penney Company, Inc.'s quarterly report on Form 10-Q for the quarterly period ended April 30, 2011.

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**Table of Contents**

<b>1</b>	NAME OF REPORTING PERSON	
	PS Management GP, LLC	
<b>2</b>	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP	
	(a) <input type="radio"/>	
	(b) <input type="radio"/>	
<b>3</b>	SEC USE ONLY	
<b>4</b>	SOURCE OF FUNDS	
	OO	
<b>5</b>	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e)	
	<input type="radio"/>	
<b>6</b>	CITIZENSHIP OR PLACE OF ORGANIZATION	
	Delaware	
<b>7</b>	SOLE VOTING POWER	
NUMBER OF	0	
<b>8</b>	SHARED VOTING POWER	
SHARES BENEFICIALLY OWNED BY	39,075,771	
<b>9</b>	SOLE DISPOSITIVE POWER	
EACH REPORTING PERSON	0	

WITH SHARED DISPOSITIVE POWER

**10**

39,075,771

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

**11**

39,075,771

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES

**12**

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

**13**

18.3%(2)

TYPE OF REPORTING PERSON

**14**

OO

(2) Calculated based on 213,209,237 shares of the Common Stock, 50 cents par value, of J.C. Penney Company, Inc., outstanding as of June 6, 2011, as reported in J.C. Penney Company, Inc.'s quarterly report on Form 10-Q for the quarterly period ended April 30, 2011.

---

**Table of Contents**

<b>1</b>	NAME OF REPORTING PERSON	
	Pershing Square GP, LLC	
<b>2</b>	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP	
	(a) <input type="radio"/>	
	(b) <input type="checkbox"/>	
<b>3</b>	SEC USE ONLY	
<b>4</b>	SOURCE OF FUNDS	
	OO	
<b>5</b>	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e)	
	<input type="radio"/>	
<b>6</b>	CITIZENSHIP OR PLACE OF ORGANIZATION	
	Delaware	
<b>7</b>	SOLE VOTING POWER	
NUMBER OF	0	
<b>8</b>	SHARES BENEFICIALLY OWNED BY	SHARED VOTING POWER
		16,985,050
<b>9</b>	EACH REPORTING PERSON	SOLE DISPOSITIVE POWER
		0



WITH SHARED DISPOSITIVE POWER

**10**

16,985,050

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

**11**

16,985,050

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES

**12**

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

**13**

8.0%(3)

TYPE OF REPORTING PERSON

**14**

IA

(3) Calculated based on 213,209,237 shares of the Common Stock, 50 cents par value, of J.C. Penney Company, Inc., outstanding as of June 6, 2011, as reported in J.C. Penney Company, Inc.'s quarterly report on Form 10-Q for the quarterly period ended April 30, 2011.

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**Table of Contents**

<b>1</b>	NAME OF REPORTING PERSON	
	William A. Ackman	
<b>2</b>	CHECK BOX THE APPROPRIATE BOX IF A MEMBER OF A GROUP	
	(a) <input type="radio"/>	
	(b) <input type="checkbox"/>	
<b>3</b>	SEC USE ONLY	
<b>4</b>	SOURCE OF FUNDS	
	OO	
<b>5</b>	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e)	
	<input type="radio"/>	
<b>6</b>	CITIZENSHIP OR PLACE OF ORGANIZATION	
	United States	
<b>7</b>	SOLE VOTING POWER	
NUMBER OF		0
<b>8</b>	SHARED VOTING POWER	
SHARES BENEFICIALLY OWNED BY		39,075,771
<b>9</b>	SOLE DISPOSITIVE POWER	
EACH REPORTING PERSON		0

WITH SHARED DISPOSITIVE POWER

**10**

39,075,771

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

**11**

39,075,771

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES

**12**

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

**13**

18.3%(4)

TYPE OF REPORTING PERSON

**14**

IN

(4) Calculated based on 213,209,237 shares of the Common Stock, 50 cents par value, of J.C. Penney Company, Inc., outstanding as of June 6, 2011, as reported in J.C. Penney Company, Inc.'s quarterly report on Form 10-Q for the quarterly period ended April 30, 2011.

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**TABLE OF CONTENTS**

ITEM 1. SECURITY AND ISSUER

ITEM 4. PURPOSE OF TRANSACTION

ITEM 6. CONTRACTS, ARRANGEMENTS, UNDERSTANDINGS OR RELATIONSHIPS WITH  
RESPECT TO SECURITIES OF THE ISSUER

ITEM 7. MATERIAL TO BE FILED AS EXHIBITS

SIGNATURES

EXHIBIT INDEX

EX-99.5

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**Table of Contents****ITEM 1. SECURITY AND ISSUER**

This amendment No. 4 to Schedule 13D (this 13D Amendment No. 4 ) amends and supplements the statement on Schedule 13D (the Original Schedule 13D), filed on October 8, 2010, as amended and supplemented by amendment No. 1 (the 13D Amendment No. 1 ), filed on January 25, 2011, amendment No. 2 (the 13D Amendment No. 2 ), filed on February 10, 2011, and amendment No. 3 (the 13D Amendment No. 3 ), filed on February 25, 2011 (the Original Schedule 13D as amended and supplemented by the 13D Amendment No. 1, the 13D Amendment No. 2, the 13D Amendment No. 3, and this 13D Amendment No. 4, the Schedule 13D ), by Pershing Square Capital Management, L.P., a Delaware limited partnership (Pershing Square ); PS Management GP, LLC, a Delaware limited liability company (PS Management ); Pershing Square GP, LLC, a Delaware limited liability company (Pershing Square GP ); and William A. Ackman, a citizen of the United States of America (together with Pershing Square, PS Management and Pershing Square GP , the Reporting Persons ), relating to the common stock, par value \$0.50 per share (the Common Stock ), of J.C. Penney Company, Inc., a Delaware corporation (the Issuer ). The principal executive offices of the Issuer are located at: 6501 Legacy Drive, Plano, Texas 75024-3698.

Capitalized terms not defined in this 13D Amendment No. 4 shall have the meaning ascribed to them in the Schedule 13D. Except as set forth herein, the Schedule 13D is unmodified.

As of August 19, 2011, as reflected in this Amendment No. 4 the Reporting Persons beneficially owned an aggregate of 39,075,771 shares of Common Stock (which include 360,200 shares of Common Stock underlying listed American-style call options), representing approximately 18.3% of the outstanding shares of Common Stock of the Issuer. The Reporting Persons also have additional economic exposure to approximately 602,600 notional shares of Common Stock under certain cash-settled total return swaps (Swaps ), bringing their total aggregate economic exposure to 39,678,371 shares of Common Stock, representing approximately 18.6% of the outstanding shares of Common Stock of the Issuer.

**ITEM 4. PURPOSE OF TRANSACTION**

Item 4 of the Schedule 13D is hereby amended and supplemented by adding the following information:

On August 19, 2011, Pershing Square and the Issuer entered into a stockholders agreement, dated August 19, 2011 (the Second Stockholders Agreement ), which is described in Item 6 hereof. The Second Stockholders Agreement is attached hereto as Exhibit 99.5 and is incorporated herein by reference. Pursuant to the Second Stockholders Agreement, the Stockholders Agreement was terminated.

**ITEM 6. CONTRACTS, ARRANGEMENTS, UNDERSTANDINGS OR RELATIONSHIPS WITH RESPECT TO SECURITIES OF THE ISSUER**

Item 6 of the Schedule 13D is hereby amended and supplemented by adding the following information:

On August 19, 2011, Pershing Square and the Issuer entered into the Second Stockholders Agreement. The Second Stockholders agreement provides for the termination of the Stockholders Agreement and for certain Reporting Persons to increase their economic exposure to the Common Stock through synthetic positions. The Second Stockholders Agreement permits Pershing Square to designate one member of the Board of Directors of the Company, which member is currently William A. Ackman. The Second Stockholders Agreement is attached hereto as Exhibit 99.5 and is incorporated herein by reference.

**ITEM 7. MATERIAL TO BE FILED AS EXHIBITS**

Item 7 of the Schedule 13D is hereby amended and supplemented by adding the following exhibit(s):  
Exhibit 99.5 Second Stockholders Agreement

**Table of Contents**

**SIGNATURES**

After reasonable inquiry and to the best of each of the undersigned's knowledge and belief, each of the undersigned certify that the information set forth in this statement is true, complete and correct.

Date: August 19, 2011

**PERSHING SQUARE CAPITAL  
MANAGEMENT, L.P.**

By: PS Management GP, LLC,  
its General Partner

By: /s/ William A. Ackman  
William A. Ackman  
Managing Member

**PS MANAGEMENT GP, LLC**

By: /s/ William A. Ackman  
William A. Ackman  
Managing Member

**PERSHING SQUARE GP, LLC**

By: /s/ William A. Ackman  
William A. Ackman  
Managing Member

/s/ William A. Ackman  
WILLIAM A. ACKMAN

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**Table of Contents**

**EXHIBIT INDEX**

<b>Exhibit</b>	<b>Description</b>
99.1	Joint Filing Agreement*
99.2	Trading Data*
99.3	Letter Agreement*
99.4	Stockholders Agreement*
99.5	Second Stockholders Agreement

\* Previously Filed