

Edgar Filing: J C PENNEY CO INC - Form SC 13G/A

J C PENNEY CO INC  
Form SC 13G/A  
November 10, 2009

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

SCHEDULE 13G

Under the Securities exchange Act of 1934

(AMENDMENT NO.2) \*

PENNEY J C INC

-----  
(NAME OF ISSUER)

COM

-----  
(TITLE OF CLASS OF SECURITIES)

708160106

-----  
(CUSIP NUMBER)

October 31, 2009

-----  
(Date of event which requires filing of this Statement)

NOTE: A MAJORITY OF THE SHARES REPORTED IN THIS SCHEDULE 13G ARE HELD BY UNAFFILIATED THIRD-PARTY CLIENT ACCOUNTS MANAGED BY ALLIANCEBERNSTEIN L.P., AS INVESTMENT ADVISER. (ALLIANCEBERNSTEIN L.P. IS A MAJORITY-OWNED SUBSIDIARY OF AXA FINANCIAL, INC.)

this Schedule is filed:

- X Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\* 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 the disclosures provided in a prior cover page.

The information required in 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).

(CONTINUED ON FOLLOWING PAGE(S))

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|  | No. of Shares<br>Subtotals |            |
|--|----------------------------|------------|
|  | -----                      |            |
| The Mutuelles AXA, as a group  | 0                          |            |
| AXA  | 0                          |            |
| AXA Entity or Entities   |                            |            |
| Common acquired solely for investment  |                            |            |
| AXA Investment Managers Paris  | 4,361                      |            |
| AXA Rosenberg Investment   | 27,500                     |            |
| AXA Financial, Inc.  | 0                          |            |
| Subsidiaries:  |                            |            |
| AllianceBernstein L.P.<br>acquired solely for investment<br>purposes on behalf of client<br>discretionary investment advisory<br>accounts: |                            |            |
| Common Stock   | 12,831,276                 |            |
|  |                            | 12,831,276 |
| AXA Equitable Life Insurance Company<br>acquired solely for investment<br>purposes:  |                            |            |
| Common Stock   | 238,874                    |            |
|  |                            | 238,874    |
|  |                            | -----      |
| Total  |                            | 13,102,011 |
|  |                            | =====      |

Each of the Mutuelles AXA, as a group, and AXA expressly declares that the filing of this Schedule 13G shall not be construed as an admission that it is, for purposes of Section 13(d) of the Exchange Act, the beneficial owner of any securities covered by this Schedule 13G.

Each of the above subsidiaries of AXA Financial, Inc. operates under independent management and makes independent decisions.

(b) Percent of Class: 5.6%  
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ITEM 4. Ownership as of

(CONT.)

(c) Deemed Voting Power and Disposition Power:

(i) (ii) (iii) (iv)

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| Power   | Deemed<br>to have<br>Sole Power        | Deemed<br>to have<br>Shared Power      | Deemed<br>to have<br>Sole Power                  | Deemed<br>to have<br>Shared                      |
|---|--|--|--|--|
|   | to Vote<br>or to<br>Direct<br>the Vote | to Vote<br>or to<br>Direct<br>the Vote | to Dispose<br>or to<br>Direct the<br>Disposition | to Dispose<br>or to<br>Direct the<br>Disposition |
|   | -----                                  | -----                                  | -----  | -----  |
| The Mutuelles AXA,<br>AXA                     | 0                                      | 0                                      | 0  | 0  |
| AXA Entity or Entities:                       |  |  |  |  |
| AXA Investment<br>Managers Paris<br>(France)  | 4,361                                  | 0                                      | 4,361  | 0  |
| AXA Rosenberg<br>Investment<br>Management LLC | 5,800                                  | 0                                      | 27,500   | 0  |
| AXA Financial, Inc.                           | 0                                      | 0                                      | 0  | 0  |
| Subsidiaries:                                 |  |  |  |  |
| -----   |  |  |  |  |
| AllianceBernstein                             | 10,258,137                             | 0                                      | 12,831,276                                       | 0  |
| AXA Equitable<br>Life Insurance               | 1,574                                  | 0                                      | 238,874  | 0  |
|   | -----                                  | -----                                  | -----  | -----  |
|   | 10,269,8                               | 0                                      | 13,102,011                                       | 0  |
|   | =====                                  | =====                                  | =====  | =====  |

Each of the above subsidiaries of AXA Financial, Inc. operates under independent management and makes independent voting and investment decisions.

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Item 5. Ownership of Five Percent or Less of a Class:

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, ( )

Item 6. Ownership of More than Five Percent on behalf of Another Person. N/A

Item 7. Identification and Classification of the Subsidiary which Acquired the Security Being Reporting on by the Parent Holding Company:

This Schedule 13G is being filed by AXA Financial, Inc.; AXA, which owns AXA Financial, Inc.; and the Mutuelles AXA, which as a group control AXA:

- (X) in the Mutuelles AXAs' capacity, as a group, acting as a parent holding company with respect to the holdings of the following AXA entity or entities:
- (X) in AXA's capacity as a parent holding company with respect

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to the holdings of the following AXA entity or entities:

AXA Investment Managers Paris (France)

AXA Rosenberg Investment Management LLC

(X) in AXA Financial, Inc.'s capacity as a parent holding company

with respect to the holdings of the following subsidiaries:

(X) AllianceBernstein L.P.  
(13-3434400), an investment adviser registered under  
Section 203 of the Investment Advisers Act of 1940.

(X) AXA Equitable Life Insurance Company  
(13-5570651), an insurance company and an investment  
adviser registered under Section 203 of the Investment  
Advisers Act of 1940.

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Item 8. Identification and Classification of Members of the Group.

N/A

Item 9. Notice of Dissolution of Group:

N/A

Item 10. Certification:

By signing below I certify that to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purposes or effect.

Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement  
Date: , November 10, AXA FINANCIAL, INC.\*

/s/ Alvin H. Fenichel

Alvin H. Fenichel  
Senior Vice President  
and Controller

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\*Pursuant to the Joint Filing Agreement with respect to Schedule 13G attached hereto as Exhibit I, among AXA Financial, Inc., AXA Assurances I.A.R.D Mutuelle, AXA Assurances Vie Mutuelle, and AXA, this statement Schedule 13G is filed on behalf of each of them.