

# Tradespoon Initiates Coverage of J.C. Penney Company, Inc. with a Sell Recommendation

*Earnings Disappointments and Low Performance Should Lead Price of Retailer Lower.*

CHICAGO, IL, June 27, 2013 /EINPresswire.com/ -- [Tradespoon](#), a daily stock-pick service that uses a proprietary statistical system to develop trade recommendations, today initiated coverage of J.C. Penney Company, Inc. (JCP) with a sell recommendation. Tradespoon empowers individuals with access to the same trading systems used by large institutional investors, recommending both stock and options trades with predefined directions for market entry and exit.

J.C. Penney operates roughly 1,100 department stores throughout the U.S. and Puerto Rico. In J.C. Penney's latest earnings report, the company doubled its quarterly loss on a year-over-year basis as revenues declined 16 percent. JCP has now reported five straight quarterly losses. The stock closed Wednesday's trading at \$16.15. Year-to-date, JCP is down 18 percent, compared with a 12.4 percent increase in the S&P 500.

Tradespoon's recommendation and price outlook for J.C. Penney includes analysis of the fundamental and technical factors in the stock. Tradespoon's [proprietary platform](#) identifies stock, option and option spread trades that present ideal risk/reward scenarios.

Tradespoon tracks 1,000 individual U.S. equities using such variables as long-run earnings per share growth, stock volatility, beta, correlation between the S&P 500 and the stock, among numerous other factors.

For a detailed outlook on Tradespoon's outlook for J.C. Penney, please sign up for a free trial at [www.tradespoon.com](http://www.tradespoon.com).

About Tradespoon:

Tradespoon provides subscribers with daily trading recommendations using a statistical system for maximizing returns on select equities. Tradespoon's proprietary system analyzes the fundamental and technical factors behind the movement of 1,000 individual U.S. equities daily. Tradespoon tracks each stock using such variables as long-run earnings per share growth, stock volatility, beta, correlation between the S&P 500 and the stock, among numerous other factors. Tradespoon's management includes a team of industry veterans of quantitative trading systems and statistical analysis. For more information, please visit [www.tradespoon.com](http://www.tradespoon.com).

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