La Quinta Partners with Chase to Launch Loyalty Program Credit Card

Earning La Quinta Returns Points Has Never Been Easier

DALLAS (Oct. 10, 2007) – La Quinta Inns & Suites, one of the largest operators of limited-service hotels in the United States and Chase Card Services, a division of JPMorgan Chase & Co. [NYSE:JPM], are making it easier to earn points in the La Quinta Returns frequent guest program with the launch of the new La Quinta Visa® Rewards Card. Cardholders will enjoy earning five La Quinta Returns points for every dollar spent on the card when they stay at La Quinta Inns & Suites and one point for each dollar spent on the card everywhere else. Cardholders will also earn 6,000 La Quinta Returns bonus points with their first purchase, enough points for a free night's stay at many La Quinta hotels. The La Quinta Visa® Rewards Card has no annual fee and 0% APR for the first six months. There is no accumulation limit or expiration for the accrued points earned with the card.

"Our customers have grown accustomed to La Quinta Inns & Suites' value-added amenities such as complimentary breakfast and free high speed Internet in every room," said Julie Cary, chief marketing officer, for La Quinta. "We see the La Quinta Visa® Rewards Card as yet another opportunity to strengthen our relationship with La Quinta Returns members by adding the ability to earn Returns points through everyday use of the Visa card. Both business and leisure travelers now have another reason to "wake up on the bright side."

"The benefits of the La Quinta Visa® Rewards Card truly reflect our dedication to our consumers," said Hugh Bleemer, senior vice president, Chase Card Services. "We want to set a benchmark in the industry and provide our customers with unprecedented travel accommodation bonuses through one of the most lucrative rewards programs."

The La Quinta Returns loyalty program offers a variety of special benefits and the ability to earn points for every dollar spent at La Quinta hotels. Points can be redeemed for free nights and other great rewards, including airline miles/credits and stays at LXR Luxury Resorts & Hotels. Guests can enroll or apply for the La Quinta Visa® Rewards Card at www.LQ.com/chase, the front desk of any La Quinta hotel or by calling 1-800-440-3733.

About JPMorgan Chase & Co.

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of $1.5 trillion and operations in more than 50 countries. The company has more than 154 million credit cards issued. Under the Chase and JPMorgan brands, the firm serves millions of consumers in the United States and many of the world's most prominent corporate, institutional and government clients. Information about the firm is available at www.jpmorganchase.com.

About LQ Management LLC

LQ Management L.L.C. is one of the largest operators of limited-service hotels in the United States. Based in Dallas, Texas, the Company operates and provides franchise services to more than 600 hotels in 45 states and Canada under La Quinta Inn and La Quinta Inn & Suites brands. For reservations or more information about La Quinta, please visit www.lq.com.

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