

J.P. Morgan Launches "The Way Forward" Holiday Reading List With Stories of Inspiration & Insight

New York, November 24, 2009 - J.P. Morgan today announced its third annual holiday reading list aimed at presenting stories centered on community and giving back that will inspire individuals worldwide. With the theme *The Way Forward*, this year's seven non-fiction selections feature global volunteer efforts that are transforming lives, greater awareness of environmental and healthcare issues, and examples of men and women joining forces to tackle social injustices—all proof that courage, commitment and ingenuity are plentiful and will continue to light up our future.

"The foundation of everything we do is grounded on a consistent set of business principles and core values. As we think about the future, about global economies and communities, giving-back and social responsibility are more integral than ever to all our lives," said Darin Oduyoye, Chief Communications Officer for J.P. Morgan's Private Bank.

FUELING INSPIRATION-AND NEW ENTERPRISES

A portion of proceeds generated from the website (<http://www.jpmorgan.com/giving>) featuring J.P. Morgan's 2009 *The Way Forward* reading list will support the Grameen Foundation. Through microfinance and technology, this nonprofit organization empowers local entrepreneurs and fights against poverty in Sub Saharan Africa, Asia, the Middle East/North Africa and the Americas.

"Many of our clients became successful by following their passion and creating a business. We hope that the website's proceeds will allow us to continue making a tangible difference in the lives of individuals as they realize their dreams of starting a business," said Oduyoye.

To date, J.P. Morgan has donated more than \$50,000 to non-profits focused on adult and children's literacy from its summer and holiday reading list book sale proceeds generated as part of its affiliate partnership with Barnes & Noble.com.

The Way Forward book list was culled from more than 200 non-fiction titles published in the past 12 months. These titles were nominated by the members of J.P. Morgan's Private Bank in 38 countries. *The Way Forward* book list selections include:

Spirit of Service: Your Daily Stimulus for Making a Difference by HarperCollins Publishers.

Intentions into actions: This is the driving force behind *Spirit of Service*. With 365 daily vignettes, adults and adolescents worldwide can and are making a difference through volunteerism, philanthropy and activism. On a day-by-day basis, readers can learn more about grassroots efforts that they can support, and how to make a difference every day.

The Boy Who Harnessed the Wind: Creating Currents of Electricity and Hope by William Kamkwamba and Bryan Mealer. An engrossing tale of a 14-year-old boy from Malawi who, like his Silicon Valley brethren, follows his entrepreneurial drive and against all odds and with only scrap metal, built a power-generating windmill. Through ingenuity and courage, he changes his life, his family and his village.

Half the Sky: Turning Oppression into Opportunity for Women Worldwide by Nicholas D. Kristof and Sheryl WuDunn. "Women hold up half the sky," according to a Chinese saying. With Pulitzer Prize-winning authors Kristof and WuDunn as our guides, readers explore the struggles millions of women throughout the world face—and learn about the individuals and non-profit organizations determined to eliminate oppression and spark opportunity. With passion and resilience, the uplifting stories of women around the world making strides in retail businesses, medicine and science provide hope.

Power Trip: From Oil Wells to Solar Cells—Our Ride to the Renewable Future by Amanda Little. To truly understand energy consumption, our dependency on fossil fuels and how it touches virtually every product we rely upon, Little takes us on a voyage of discovery. From organic foods to medical devices, she examines how fossil fuels factor into design, production, delivery and recycling. Business visionaries, environmental leaders and concerned citizens alike will find *Power Trip* illuminating, and its ideas inspiring.

Listen to the Wind: The Story of Dr. Greg and Three Cups of Tea by Greg Mortenson and Susan Roth (Illustrator). A beautifully illustrated story of strength and care that chronicles Dr. Greg Mortenson's failed climb up K2, and how the villagers of a remote Himalayan town cared for him. Told by the Korphe village children, the adventure takes on new meaning of survival, cultural traditions, sharing and healing.

The Healing of America: A Global Quest for Better, Cheaper, and Fairer Health Care by T. R. Reid. Take a journey into health-care systems around the world with Reid and you will quickly gain a deeper understanding of the immense issues facing the United States. While America possesses some of the most highly trained doctors, researchers, and medical equipment in the world, the author explores in an engaging non-partisan manner what the United States can potentially learn and leverage by examining coverage models, access and efficiencies of other developed nations.

A Gift to My Children: A Father's Lessons for Life and Investing by Jim Rogers. Share in the wisdom and valuable lessons on life, passion and finding your own investment path in the world offered by legendary investor Rogers as a guide to his two daughters. A perfect read for all generations, *A Gift to My Children* promotes the importance of self-reliance, bold thinking and strong, unwavering ethics-all core tenets for the way forward.

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J.P. Morgan is a global leader in financial services to corporations, governments, for-profit and not-for-profit institutions and wealthy individuals. Through the Private Bank at J.P. Morgan, the firm delivers customized wealth management advice and solutions to wealthy individuals and their families, leveraging its broad capabilities in investing, tax and estate planning, family office management, philanthropy, credit, fiduciary services and special advisory services to help its clients advance toward their own particular goals. For more than 150 years, the Private Bank's comprehensive and integrated product offering, commitment to innovation and integrity, and focus on placing the interests of its clients first and foremost have made J.P. Morgan an advisor of choice to people of significant wealth around the world.