

Disney, Chase Launch Disney RewardsSM Visa[®] Debit Card

Offering Chase Checking Account Customers a way to enjoy Disney Perks and Rewards

NEW YORK, December 23, 2009 - Disney and Chase today announced a new offering in the Chase family of *Disney Rewards* Visa Cards, the **Disney RewardsSM Visa Debit Card**. The new card gives Chase checking account customers access to valuable Disney perks and rewards through the control and accountability of a debit card.

"This is an excellent new choice for Chase customers who prefer to make purchases with debit cards because of the immediacy and financial control it provides," said Charlie Scharf, chief executive officer of Retail Financial Services for Chase. "The *Disney Rewards* Debit Card introduces a whole new world of Disney benefits to debit cardholders."

With the *Disney Rewards* Debit Card, benefits start immediately: Cardmember save on Disney merchandise when they use the card and also enjoy Theme Park perks, including:

- A Character Meet 'N' Greet Photo Opportunity at *Walt Disney World*[®] and the *Disneyland*[®] Resorts that includes a complimentary 5x7 photo
- 10% off select merchandise purchases of \$50 or more at Disney Store locations and DisneyStore.com, and at select locations at *Walt Disney World*[®] and the *Disneyland*[®] Resorts

In addition, Cardmembers earn points on qualifying debit card purchases* that they can redeem for Disney Theme Park passes, hotel stays, meals, movies, toys, music, books and much more. Chase customers also choose from four exclusive Disney character design cards: two Mickey Mouse versions, a puppy from "101 Dalmatians," and a group of several beloved Disney characters.

"If you love Disney, this is the debit card for you. It helps you get more of the Disney you love - and makes your Disney experiences even better - from a personal photo opportunity with characters at our Theme Parks to extra savings while shopping at the Disney Store or at our Theme Parks," says Jenny Cohen, Senior Vice President of Customer Relationship Management at The Walt Disney Company.

Disney Rewards Debit Card has an annual fee of \$25. In their first year, Cardmembers get this value back in the form of 25 bonus *Disney Dream Reward Dollars*SM after making five qualifying debit card purchases.*

* Qualifying purchases include card purchases made without using a PIN. One *Disney Dream Reward Dollar* is equal to \$1 when redeeming for Disney goods and offerings.

About The Walt Disney Company

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise with five business segments; media networks, parks and resorts, studio entertainment, interactive media and consumer products. Disney is a Dow 30 company, with revenues of over \$36 billion in its most recent fiscal year.

About Chase

Chase is the U.S. consumer and commercial banking business of JPMorgan Chase & Co. (NYSE: JPM), which operates more than 5,100 branches and 15,000 ATMs nationally under the Chase brand. Chase has 146 million credit cards issued and serves consumers and small businesses through bank branches, ATMs and mortgage offices as well as through relationships with auto dealerships and schools and universities. More information about Chase is available at www.chase.com.