

British Airways, Chase Card Services Offer U.S. Consumers New and Unprecedented Travel Benefits

New York, NY (November 16, 2009) - Today, British Airways and Chase Card Services unveiled an enhanced rewards program for the British Airways Visa Signature® card. Cardmembers will earn more miles for every dollar they spend. The unrivalled benefits include a 25 percent increase in the number of BA miles earned and a companion redemption voucher for a trans-Atlantic flight, awarded to cardmembers who spend \$30,000 per calendar year. In addition, new cardmembers will receive a bonus 100,000 BA Miles. This enhanced card proposition is managed by The Mileage Company, operators of British Airways BA Miles rewards, in partnership with Chase Card Services.

The new enhanced benefits of the British Airways Visa Signature® Card include:

- An improved earn rate of 1.25 BA miles for every \$1 spent and 2.5 BA Miles for every \$1 spent on British Airways travel and vacation packages, an increase of 25 percent from the previous offer.
- An industry-leading companion redemption voucher reward when cardmembers spend \$30,000 a year. Cardmembers redeeming BA Miles for a British Airways flight in any cabin class will receive a flight for a companion in the same class. The companion redemption voucher is valid for two years.
- A bonus 100,000 BA Miles for existing US British Airways Executive Club members and new card holders approved for the card. Cardmembers receive 50,000 BA Miles after their first purchase, and they receive another 50,000 miles after they spend at least \$2,000 in the first three months. The 100,000 BA Miles is equivalent to the redemption value of two round trip trans-Atlantic reward flights or four domestic round trip tickets.
- New cardholders automatically become a member of the British Airways Executive Club and can earn more BA Miles through partners such as Avis®, Marriott®, Hilton® and E-stores and by taking advantage of great offers from British Airways and oneworld® alliance partners such as AmericanAirlines®.
- For more information visit: ba.com/Redeemfor1Travelfor2

Quotes

- "In this challenging economic climate it is more essential than ever to reward loyal customers. Now, with the enhanced British Airways Visa Signature® Card, customers have the satisfaction of knowing that their every day spend is working much harder for them. In addition, customers get the opportunity to experience British Airways first-hand and travel further for less." - Andrew Swaffield, Managing director of The Mileage Company, Operators of British Airways, BA Miles Rewards.
- "Our customers told us they want more value from their credit cards and we believe this offer provides tremendous rewards for the dollars our cardmembers already spend. The timing of these enhancements is optimal for holiday spending." - Tony Glover, General Manager at Chase Card Services said

Relevant Link:

British Airways: <http://www.britishairways.com/>

About British Airways Executive Club and BA Miles

The British Airways Executive Club is a global frequent flyer scheme, with most BA Miles collected by flying with British Airways or oneworld® alliance and partner airlines on selected fares. Scheme members can also top up their miles by purchasing them or collecting on everyday spending and travel. By collecting BA Miles, members can use them for 'reward flights' to any destination in British Airways' worldwide network - and with partner and oneworld® alliance airlines like American Airlines, Cathay, Qantas and Iberia.

BA Miles can also be used for cabin upgrades to World Traveller Plus, Club Europe, Club World and First. The British Airways Executive Club features a tier system - with members moving between tiers depending on the frequency, cabin class and distance they fly with British Airways.

Members can collect miles by staying at selected hotels, using BA Miles' car rental partners and shopping online with over 120 retailers at the BA Miles eStore. For more information visit: www.ba.com.

About JPMorgan Chase

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$2 trillion and operations in more than 60 countries, and the company has issued approximately 147 million credit cards in the United States and Canada. The firm is a leader in investment banking, financial services for consumers, small business and commercial banking, financial

transaction processing, asset management and private equity. A component of the Dow Jones Industrial Average, JPMorgan Chase & Co. serves millions of consumers in the United States and many of the world's most prominent corporate, institutional and government clients under its J.P. Morgan and Chase brands. Information about JPMorgan Chase & Co. is available at www.jpmorganchase.com.

The Mileage Company

The Mileage Company, headquartered in the UK with a US operations branch, works with over 200 brands world-wide to drive customer engagement and loyalty with compelling rewards programs. In-depth expertise provided by The Mileage Company includes research and loyalty analytics, customer relationship management (CRM) and loyalty marketing and accounting skills associated with loyalty schemes enabling clients to focus on their core business while rewarding customer loyalty and in turn driving profit and growth. In the last year, four million people have collected or redeemed miles with one of The Mileage Company's schemes, from the global BA Miles currency to UK-based Airmiles. For more information visit:

www.themileagecompany.com