

## Chase Sapphire Preferred Announces Double Points for Purchases on Travel and Dining

### *Launches New Multimedia Advertising Campaign Challenging The Real Value of Gold; New Enhancement Makes Chase Sapphire Preferred The Ideal Rewards Card for Travel and Dining*

**New York - August 22, 2011** - Challenging the "gold" standard set decades ago for rewards credit cards, [Chase Card Services](#), a division of JPMorgan Chase & Co. [NYSE: JPM], announced a new enhancement for Chase Sapphire Preferred, Chase's premier affluent rewards card. The new enhancement offers Chase Sapphire Preferred cardmembers two points per dollar spent on travel and dining purchases in addition to existing benefits, including no foreign transaction fees and dedicated, immediate customer service.

"Two years ago, we created Chase Sapphire Preferred by listening to our customers and introducing a rewards program that provides flexible redemption options for travel and experiences. Already our cardmembers have redeemed billions of Ultimate Rewards points for hundreds of thousands of trips," said Sean O'Reilly, general manager, Chase Card Services. "Today we are rewarding our customers for doing what they love so they can redeem for travel and experiences even faster. Our new card enhancement of double points on dining and travel, coupled with no foreign transaction fees and dedicated customer service, makes Chase Sapphire Preferred the perfect rewards card for affluent cardmembers who love travel and dining."

Chase Sapphire Preferred now offers:

- Two points per dollar on travel purchases (air, hotel, car, trains, travel agencies, taxis, etc.)
- Two points per dollar on dining purchases (from fast food and coffee shops to fine dining)

In addition to these existing benefits:

- No foreign transaction fees on purchases outside the United States
- Dedicated customer service - an expert advisor personally answers calls, never a machine
- It takes 20 percent fewer points to redeem for travel through [Ultimate Rewards](#)
- Ability to redeem points at leading hotels and airlines at a 1:1 Ultimate Rewards Points to Partner Points/Miles value
- Points earned never expire
- Ability to collect 7 percent Annual Points Dividend each calendar year, even on points already redeemed
- One point per dollar spent on purchases other than travel and dining
- \$95 annual fee, waived the first year

All current Chase Sapphire Preferred cardmembers will automatically receive the new enhancement. Chase is offering new Chase Sapphire Preferred cardmembers one-time 50,000 bonus points, after spending \$3,000 in the first three months.

To support the new enhancement, Chase Sapphire Preferred is launching a multimedia advertising campaign entitled, "A Card of A Different Color," challenging the preconceived notion that something the color of "gold" is more valuable, putting claim to substance over status. In the first of four television spots, Chase asks "if something is simply the color of gold...is it really worth more?" The "Card of A Different Color" campaign includes broadcast, digital and print components that challenge the "value of gold," showcasing the range of travel options-from bullet train to airplane, and dining options-from fork to spork, on which cardmembers will earn double points.

The television ad will debut on Aug. 22. It will run on multiple channels, including ABC, NBC, FOX, Food Network, AMC, E!, Discovery, CNN, ESPN, History, Travel and FX, among others. There will be print advertising in The Wall Street Journal, USA Today and The New York Times, and digital advertising to follow.

#### **About Chase Sapphire**

Since its launch in 2009, Chase Sapphire has been a rewards credit card offering premium travel rewards and benefits, a range of redemption choices and exceptional customer service. Chase Sapphire cardmembers have enjoyed redeeming their rewards for hundreds of thousands of trips and a variety of unforgettable experiences, including attending premiere parties with celebrities and hearing recipe tips from celebrity chefs. Even today, cardmembers can redeem Ultimate Rewards points for Chase Sapphire's Golf Experience Program to play with pro golfers on some of America's most picturesque courses. More information about Chase Sapphire's experiences for cardmembers is available at [www.ChaseSapphire.com](http://www.ChaseSapphire.com)

#### **About Chase**

Chase is the U.S. consumer and commercial banking business of JPMorgan Chase & Co. (NYSE: JPM), a leading global

financial services firm with assets of \$2.2 trillion and operations in more than 60 countries. Chase serves consumers and small businesses through 5,200 bank branches, 16,200 ATMs, mortgage offices, and online and mobile banking as well as through relationships with auto dealerships and schools and universities. Chase also has issued more than 90 million credit cards. More information about Chase is available at [www.chase.com](http://www.chase.com).

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