

May 10, 2012

J.P. Morgan Appointed Depository Bank by Acquity Group

HONG KONG, May 10, 2012 - J.P. Morgan has today announced it has been appointed depository bank by Acquity Group, a leading brand ecommerce and digital marketing firm.

Acquity Group delivers end-to-end solutions to address clients' Brand eCommerce™ and digital marketing needs, offering digital strategy, multi-channel digital marketing and Brand eCommerce™ technology services. The American Depository Receipt ("ADR") listing, which saw Acquity Group and certain selling shareholders raise 5,555,556 American Depository Shares at a price of US\$6.00 per share to the public, will help the firm's global growth strategy.

George G. Lu, executive chairman of Acquity Group, said: "As a natural evolution of our strong growth in providing Brand eCommerce™ services to leading brands in the US and globally, we decided to pursue a listing in the United States, where our business was founded more than 11 years ago. We chose J.P. Morgan as our depository bank based on their established global reputation in the DR business and their extensive experience in helping companies tap new markets. This listing forms a crucial part of our long-term strategy and we look forward to an ongoing partnership with J.P. Morgan as we continue our growth globally."

Kenneth Tse, Asia Pacific Head of J.P. Morgan's depository receipts group, said: "We are very pleased to have partnered with Acquity Group on this important phase in their expansion. We thank the team at Acquity Group for giving us an opportunity to help them achieve this strategic objective, and we look forward to building this important relationship and providing a strong foundation for their future success."

J.P. Morgan is committed to working closely with its clients to design and implement customized depository receipt programs to achieve their strategic goals and facilitate DR liquidity. J.P. Morgan, which launched the world's first DR program in 1927 for Selfridges and the first DR program in Asia in 1961 for Sony, continues to serve as depository receipt bank for leading companies throughout the region. J.P. Morgan provides a full range of ADR and Global Depository Receipt ("GDR") services to issuers seeking to have their equity traded on exchanges beyond their home markets. For more information on depository receipts and international equities, please visit J.P. Morgan's award-winning website, www.adr.com. For more information on J.P. Morgan's DR services, please visit <http://www.jpmorgan.com/visit/adr>.

About Acquity Group

Acquity Group Limited is a leading Brand eCommerce™ and digital marketing company that leverages the internet, mobile devices and social media to enhance its clients' brands and e-commerce performance. It is the digital agency of record for a number of well-known global brands in multiple industries. Acquity Group Limited has served more than 500 companies and their global brands. Acquity Group Limited has offices in ten cities in the United States and two cities in China.

About J.P. Morgan Worldwide Securities Services

J.P. Morgan Worldwide Securities Services (WSS) is a premier securities servicing provider that helps institutional investors, alternative asset managers, broker dealers and equity issuers optimize efficiency, mitigate risk and enhance revenue. A division of JPMorgan Chase Bank, N.A., WSS leverages the firm's global scale, leading technology and deep industry expertise to service investments around the world. It has \$17.9 trillion in assets under custody and \$7.2 trillion in funds under administration. For more information, go to www.jpmorgan.com/wss.

About JPMorgan Chase & Co.

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$2.3 trillion and operations in more than 60 countries. 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.