



Amazon.com, Chase Bring Silver Screen to Desktops

Sponsorship of Amazon Theater Offers Consumers World-Class Entertainment; Amazon.com Platinum Visa Cardmembers Get Special Experiences, Rewards

WILMINGTON, Del. -Nov. 9, 2004 - Lights, camera, action! Beginning today Amazon.com will debut Amazon Theater, officially sponsored by Chase [NYSE: JPM]. Amazon Theater brings the silver screen to consumers' computer screens and discounts and rewards to Amazon.com Platinum Visa* cardmembers' wallets. The program also gives Chase an innovative way to market its payment products to Amazon.com's tens of millions of customers during the holiday season when traffic is highest.

Cardmembers who use their Amazon.com Platinum Visa card to purchase products featured in any of the five short films, which star celebrities such as Blair Underwood, Minnie Driver, Darryl Hannah, Michael Pras and Chris Noth, will receive five percent back on each purchase. New cardmembers will also receive a \$30 instant discount off their first qualifying Amazon.com order when they purchase items using their Amazon.com Platinum Visa card. In addition, they may purchase a limited edition Amazon Theater T-shirt at a special price.

Amazon.com Platinum Visa cardmembers will also have access to a backstage pass in their wallets that rolls out the red carpet to exclusive backstage interviews with the film's actors and directors, as well as behind-the-scenes footage.

As the official sponsor, Chase will have exclusive promotional placements throughout the Amazon Theater experience on Amazon.com. The Chase brand will appear on the Amazon Theater player and the Amazon Theater homepage. The homepages for each of the five films and the pages that offer the products in the films will include an opportunity to sign up for the Amazon.com Platinum Visa Card.

"We're thrilled to team up with Amazon.com, one of the world's leading brands, to debut Amazon Theater. We want to enhance the cardmember experience and go beyond rewards to offer consumers exclusive and unique experiences such as Amazon Theater," said Hugh Bleemer, executive vice president of co-branding for Chase Card Services. "With online shopping on the rise and more than 44 million active Amazon.com customer accounts, we believe Amazon Theater is an innovative channel to reach our customers and potential customers in an exciting new way."

Last year, holiday shoppers spent a record \$18.5 billion in online holiday purchases, a 35 percent increase from \$13.7 billion in 2002, according to the "eSpending Report" released by Goldman, Sachs & Co., Harris Interactive and Nielsen//NetRatings in January 2004.

Since 2002, Chase and Amazon.com have offered consumers the Amazon.com

Platinum Visa card. Cardmembers receive a \$30 instant discount off their first qualifying Amazon.com order when they purchase items using their Amazon.com Platinum Visa card. They also earn three points for every dollar spent on Amazon.com purchases and one point for every dollar spent on other card purchases. Every time cardmembers accumulate 2,500 rewards points, they automatically receive a \$25 Amazon.com reward certificate good for their next purchase at Amazon.com.

For more information about Amazon Theater, consumers may visit, www.amazon.com. To apply for the Amazon.com Platinum Visa card or for more information, visit www.bankone.com/amazon.

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