

J.P. Morgan Appointed Depository Bank by Danone

London, 19 July, 2010 - J.P. Morgan today announced that it has been appointed successor depository bank by Danone for its American Depositary Receipt (ADR) program.

Claudine Gallagher, global head of depository receipts at J.P. Morgan, said: "We are proud to have been appointed depository bank by Danone. We look forward to building a long term relationship with the company and helping it to benefit from the strong U.S. demand that continues to exist for international equities."

Danone joins a roster of major European companies for which J.P. Morgan acts as ADR depository. J.P. Morgan manages more than 70 blue-chip ADR programs in Europe, including for other French companies such as Lafarge, sanofi-aventis, BNP Paribas and Peugeot.

J.P. Morgan pioneered the depository receipts market over 80 years ago, introducing the first-ever DR in 1927. J.P. Morgan provides a full range of American Depositary Receipts (ADRs) or Global Depositary Receipts (GDRs) services to issuers seeking to have their equity traded on exchanges beyond their home markets.

For market information on DRs and international equities go to J.P. Morgan's award-winning web site www.adr.com. For more information on J.P. Morgan's DR services go to <http://www.jpmorgan.com/visit/adr>.

About Danone

Danone is a Fortune 500 company and one of the most successful healthy food companies in the world. Its mission is to bring health through food to as many people as possible. Fulfilling this mission is a major contributor to Danone's continuous rapid growth. Danone, with 160 plants and around 80,000 employees, has a presence in all five continents and over 120 countries. In 2009, Danone recorded € 15 billion in sales. Danone enjoys leading positions on healthy food in four businesses: fresh dairy products (n°1 worldwide), water (n° 2 on the packaged water market), baby nutrition (n°2 worldwide) and medical nutrition. Listed on Euronext Paris, Danone is also ranked among the main indexes of social responsibility: Dow Jones Sustainability Index Stoxx and World, ASPI E. For more information, go to <http://www.danone.com/?lang=en>.

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 unparalleled scale, leading technology and deep industry expertise to service investments around the world. It has \$15.3 trillion in assets under custody and \$6.5 trillion in funds under administration. For more information, go to www.jpmorgan.com/visit/wss.

About JPMorgan Chase & Co.

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$2.0 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.