



United Mileage Plus, Bank One make back to school shopping pay off for consumers

United Mileage Plus Visa cardmembers earn double miles when paying school tuition, buying school supplies earn "Extra Credit" with OfficeMax.com, L.L.Bean, IKEA, Bed Bath & Beyond

Wilmington, Del. and Chicago - Aug. 11, 2004 - United Mileage Plus and Bank One have added a new course to this semester's curriculum - Double Miles 101. As part of the "*More Miles*" program, United Mileage Plus Visa* cardmembers will earn two miles for every dollar spent exceeding \$1,000 paid directly to schools now through Dec. 31, 2004. This includes tuition for colleges and universities, as well as public and private elementary and secondary schools, school bookstore purchases, season football tickets, school donations and more.

Last year, consumers spent approximately \$40 billion on back-to-school purchases, which came second only to holiday shopping, according to the "National Retail Federation 2003 Back-to-College Consumer Intentions and Actions Survey." As parents gear up to send their children back to school by footing the bill for big-ticket items such as tuition payments, electronics and school supplies, they can also reward themselves with a flight out to campus for parents weekend or to share with their children for a flight home.

"Parents are so busy preparing their children for going back to school and focusing on the 'sale' signs that they don't even think about being rewarded for how they shop and spend," said Arnold Lewis, president - UAL Loyalty Services. "This *More Miles* promotion enables our cardmembers to consolidate back-to-school expenses while conveniently earning additional miles toward their next vacation on United Airlines."

United Mileage Plus Visa cardmembers will also earn back-to-school "extra credit" for purchases from special retailers until Sept. 30, 2004:

- **OfficeMax.com** - Four miles for every dollar in card purchases by visiting officemax.com/special/unitedvisa. Additional 300 bonus miles for card purchases more than \$200; free delivery for orders more than \$50.
- **L.L.Bean** - Two miles for every dollar in card purchases made at L.L. Bean by visiting the Mileage Plus Mall at mponlinemall.com. Additional 300 bonus miles for card purchases more than \$100.
- **IKEA** - Two miles for every dollar in card purchases made at any IKEA store or online at ikea.com.
- **Bed Bath & Beyond®** - Two miles for every dollar in card purchases made at any Bed Bath & Beyond store.

We're giving our loyal United Mileage Plus Visa cardmembers a special back-to-school

gift this season," said Joe Venuti, senior vice president for Bank One's card services division. "Given the rise in credit card payments for school tuition and other school-related purchases, we couldn't pass up this opportunity to reward our cardmembers with double miles for these essential purchases."

The versatility of the More Miles program offers cardmembers numerous, convenient ways to earn additional miles throughout the remainder of the year including:

- **Sony** - Two miles for every dollar in card purchases for Sony products including VAIO® PCs and WEGA® flat-screen TVs, plus free shipping deals and exciting offers available online at sonystyle.com/uamiles or any Sony Style retail store.
- **Education One® Loan** - 5,000 bonus miles by opening an Education One Loan from Bank One. Take advantage of Bank One's low rates and flexible terms, including no payments until after graduation. Certain restrictions apply. For details or additional information, call 888-222-5655 or visit educationone.com/ual.
- **Sprint** - Earn up to 10,000 bonus miles in six months when purchasing and activating a new select Sprint PCS Phone and new line of service. Visit the nearest Sprint Store or call 866-996-4537 for details.
- **Refer a Friend** - 5,000 bonus miles for referring a friend to call 877-507-5674 to apply for and receive the United Mileage Plus Visa card.

To apply for the United Mileage Plus Visa card, visit mileageplusvisa.com. For additional information about the *More Miles* program, visit mileageplusvisa.com/moremiles.

United, United Express and Ted operate more than 3,500 flights a day on a route network that spans the globe. News releases and other information about United may be found at the company's Web site at www.united.com.

United Mileage Plus, with over 45 million enrolled members, has been voted the number one frequent flyer program by readers of Business Traveler for the past eight years (1996-2003). Members earn miles by flying on United, Ted, United Express or Star Alliance® airlines, or by purchasing products or services through a comprehensive network of over 100 participating Mileage Plus partners at over 10,000 locations worldwide. Mileage Plus also offers one of the most extensive selections of award travel destinations, including over 800 destinations in more than 135 countries. For more information, a complete list of Mileage Plus partners, or to enroll, visit united.com/mileageplus.

Miles accrued and awards issued are subject to the rules of the United Mileage Plus program. United, its subsidiaries, affiliates and agents are not responsible for any financial products or services associated with this offer. Please allow six to eight weeks after completed qualifying activity for bonus miles to be posted to your Mileage Plus account. The Mileage Plus Program, including accruals, awards and bonus miles offers, is subject to change without notice. Taxes and fees related to award travel are the responsibility of the passenger.

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$1.1 trillion and operations in more than 50 countries. The company has approximately 87 million credit cards issued. Under the JPMorgan, Chase and Bank One brands, the firm serves millions of consumers in the United States and many of the world's most prominent corporate, institutional and government clients. Information about the firm is available at www.jpmorganchase.com.

*Visa is a registered trademark of Visa U.S.A.