

Chase Offers Holiday Discounts, Bonus Rewards From Top Retailers Through the Ultimate RewardsSM Holiday Program

The Ultimate Rewards Mall offers significant bonus rewards online from leading retailers including Toysrus.com, BestBuy.com and Barnes & Noble.com - just when consumers need it most

Wilmington, Del. - Nov. 25, 2009 - Chase Card Services, the credit card division of JPMorgan Chase & Co. [NYSE: JPM], today announces that Ultimate RewardsSM is offering a holiday program to deliver rich rewards, deep discounts and plentiful promotions to customers at a time when they need it most.

"We knew that our cardmembers would appreciate additional discounts and more rewards points during this holiday shopping season in particular," said Rob Rosenblatt, general manager, Customer Loyalty, Chase Card Services. "With added discounts, free shipping and special offers on specific merchandise from a host of participating retailers for the holidays, now more than ever, Chase is providing its cardmembers with world-class rewards and savings."

Ultimate Rewards, launched earlier this year, is the new flagship rewards program from Chase, available on Chase SapphireSM and Ink from ChaseSM. Ultimate Rewards is also available to all new Chase Freedom cardmembers and to most existing Chase FreedomSM cardmembers. Through the Ultimate Rewards Mall, cardmembers receive up to 10 bonus points every day from leading retailers and more during the holiday season, including free shipping, from select retailers. For example, an Ultimate Rewards member who spends \$1,000 via the Ultimate Rewards Mall can earn up to 10,000 bonus points, good for \$100 in cash back. Ultimate Rewards points can also be used for free travel, over 3 million merchandise items, and gift cards from over 60 retailers.

Through the Ultimate Rewards Mall, cardmembers can access money-saving comparison shopping tools that make it easy to evaluate products and find the best prices and deals. For example, the mall contains bonus point offers for 1,100 television sets, 8,900 digital cameras, and nearly 1,000 camcorders. More than 400 leading merchants, including gap.com, 1-800-Flowers.COM®, Lands' End®, BestBuy.com, Overstock.com, Staples.com, Drugstore.com, Harry and David, and Sephora participate in the mall.

Ultimate Rewards is a world-class rewards program offering virtually limitless opportunities to earn and redeem rewards, without earnings caps, airfare blackout dates or points expiration. Customers can access Ultimate Rewards via Chase Customer Service or at www.ultimaterewards.com, a single, comprehensive Web site that provides maximum simplicity, flexibility and ease of navigation (also accessible at www.chase.com).

Deeper Discounts from Barnes & Noble.com & Toysrus.com

From Nov. 30 to Dec. 5, Ultimate Rewards members have the opportunity to receive 12 points per dollar (good for 12 percent cash back) at Barnes & Noble.com and five points per dollar (good for 5 percent cash back) at Toysrus.com or about triple what is typically offered.

New Places to Shop & Save

The holiday program features dozens of new retailers at the Ultimate Rewards Mall, including crocs, Kate Spade, Lillian Vernon, Liz Claiborne, Rosetta Stone, Athleta, and The Limited, all offering new discounts and coupons.

New and Better Ways to Shop

A series of new enhancements to the Ultimate Rewards Mall make shopping even more rewarding and easy-to-navigate for Chase cardmembers, including:

- **Deal of the Week:** Increased bonus offers are posted each week
- **Black Friday Specials:** Top deals from hundreds of merchants will be posted on Black Friday
- **Cyber Monday Deals:** Hundreds of the great shopping deals will be posted on Cyber Monday, the Monday after Thanksgiving
- **New Holiday Shopping Page:** Daily updated discounts and offers made available throughout the holidays
- **Top Searches of the holidays:** Most popular searches throughout the holidays from great retailers and on great products
- **Improved comparison shopping:** Search across more than 15 million products and compare products and prices to find the best deal

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, and the company has issued about 147 million credit cards in the United States and Canada. 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 and businesses 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.