



News release

**Given The Freedom To Choose, Fortune Trumps Fame, Reveals Chase Survey**  
*85 Percent Would Select \$10,000 Over Changing Places For a Day with Trump, Tiger or Oprah*

**WILMINGTON, Del.** – Sept. 18, 2006 – Julia Roberts’ smile ranks high, Jet Li’s martial art skills are in demand and one day at the top isn’t worth ten grand, according to a new survey released by Chase Bank USA N.A., a division of JPMorgan Chase & Co. [NYSE: JPM]. The results from the Chase Freedom “Change It Up Survey” found most would like to make a few changes in their life, and cash is still “king.” Chase commissioned the “Change It Up Survey” in support of Chase Freedom, its next-generation rewards card that was unveiled today.

Chase Freedom provides unprecedented consumer control, choice and flexibility by giving cardmembers the ability to change between cash back and points and take their earned rewards with them. With a simple earning structure and unmatched flexibility, Chase Freedom signifies a new era in the competitive credit card rewards marketplace. (For more about Chase Freedom, please see separate release titled “Chase Reinvents Rewards With Unprecedented Consumer Control, Choice and Flexibility” issued Sept. 18, 2006.)

The online “Change It Up Survey” of 1,191 U.S. adult Americans was conducted by Greenfield Online. It explored aspects of life that, if given the choice, people would like to change. From changing personal attributes and lifestyles with celebrities to changing jobs and places of residence, the survey was one part of a comprehensive research effort commissioned by Chase in its development of Chase Freedom.

“Our history of innovation is fueled by feedback from our cardmembers,” said Carter Franke, chief marketing officer of Chase Card Services, the company’s credit card division. “In a time when other card programs are cutting back on flexibility and rewards, we specialize in products that meet the needs of our customers, and this survey offers a quick glimpse into their busy, dynamic lifestyles.”

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### ***The Freedom to Move, Manage A Fortune and Shed A Few Pounds***

The daily grind is getting to people. When asked about the one thing they would choose to change in their daily life, Chase's "Change It Up Survey" found most want the freedom to explore a new city (26 percent), get a different job (21 percent) or experience a less hectic schedule (17 percent). Rather than life in the limelight, respondents choose heir/heiress (24 percent) as their most desired profession, beating out CEO of a Fortune 500 company (15 percent), movie star (10 percent) and professional athlete (9 percent).

While most shy away from the lifestyles of superstars, some star qualities are admired. Male survey respondents sided with Jet Li's martial arts skills (26 percent) over Derek Jeter's athleticism (24 percent) and Brad Pitt's looks (22 percent). Females in the survey selected Janet Jackson's abs and stomach (40 percent) over Julia Roberts' smile (21 percent) and Sheryl Crow's voice (15 percent). The waistline weighed in as the favorite physical feature to change among both men and women with 41 percent selecting a skinnier trim over new teeth (19 percent) and hair (10 percent).

### ***Survey Results Signal Need for Flexibility***

The Chase Freedom "Change It Up Survey" looked at more than celebrity smiles. Research findings also solidified the need for credit cards with more options and greater consumer control and flexibility as individual preferences varied by age, region and lifestyle. For example, the survey found people from the South and those age 55 and older are more likely to choose cash back, while Midwesterners and those between the ages of 25 and 34 say they are seeking easy rewards redemption programs.

"The survey highlights that every consumer is different," added Franke. "With individual needs changing by age, occupation, region and lifestyle, we felt it was best to simplify the process for everyone and, with Chase Freedom, provide as much flexibility and control as possible."

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### ***Why Chase Freedom Works***

Chase Freedom distances itself from other credit cards through its unique combination and choice of rewards, enabling customers to earn cash back easily with a simple earning structure and redemption option. Consumers who want access to a rich rewards collection can earn points toward brand-name merchandise, gift certificates from leading retailers and restaurants, and travel on most airlines.

Chase Freedom is **blink**-enabled, allowing fast and easy purchases through contactless payment systems at more than 30,000 merchant locations nationwide.

Chase Freedom's simplified rewards program offers many benefits for consumers, including:

- Every purchase earns rewards;
- Triple rewards are earned on eligible everyday purchases at grocery stores, gas stations and quick service restaurants;
- For customers earning cash back, the more they save, the more they earn with \$50 in bonus cash for every \$200 in rewards earned;
- Flexibility to change between cash back and rewards points as their needs change;
- No loss of cash or points when changing between rewards; and
- No annual fee.

As with all other Chase credit cards, Chase Freedom represents the qualities synonymous with the Chase brand – innovation, flexibility, convenience, and great service. Chase Freedom is offered as a MasterCard or Visa. Consumers can learn more at [www.chase.com/freedom](http://www.chase.com/freedom).

### **About JPMorgan Chase & Co.**

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$1.3 trillion and operations in more than 50 countries. The company has more than 100 million credit cards issued. Under the Chase and JPMorgan 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](http://www.jpmorganchase.com).