

**CHASE FREEDOM
EXTERNAL
FREQUENTLY ASKED QUESTIONS**

1. What is Chase announcing?

Chase is announcing an enhancement to Chase Freedom, a first-of-its-kind credit card introduced to the market offering consumers and businesses the ability to change between earning cash back and reward points. Customers can change the types of rewards they're earning as their needs change, without leaving any rewards behind – another first. With Chase Freedom, cardmembers will now earn triple rewards in the top three categories where they spend the most each month, automatically. There are 15 categories in all, so cardmembers will be able to maximize their rewards. Chase Freedom is expanding its offerings and will now also be available for businesses. Additionally, Chase is now offering Chase Freedom materials and applications in Spanish.

2. How does the new feature work?

With Chase Freedom, cardmembers will automatically earn triple rewards in the top three categories where they spend the most each month. Regardless of how consumers' spending categories change, the power to earn triple cash back or reward points is made possible by Chase's patent-pending technology that adjusts rewards automatically based on cardmembers' monthly spending. There are 15 categories in all, so cardmembers will be able to maximize their rewards.

3. What is unique about Chase Freedom?

While existing credit cards may offer an attractive rewards cash or points program, Chase Freedom is the only card in the market offering a unique combination and choice of rewards – the freedom to choose, the freedom to change and the freedom to earn more. Customers choose cash back or reward points. Customers can change their rewards, such as earning cash back, and then change to points to redeem for items like airline tickets or gift cards. Customers can automatically earn three percent cash back or three times the points in the top three everyday categories where they spend the most each month. Regardless of how consumers' spending categories change, the power to earn triple cash back or reward points is made possible by Chase's patent-pending technology that adjusts rewards automatically based on cardmembers' monthly spending. There are 15 categories in all. For a list of sample categories and a sample list of merchants, see Addendum A.

Chase also keeps it simple for the customer to earn rewards. If customers want to earn cash back, they can with a simple earning structure and only cash as a redemption option. If they want a robust rewards collection, they can earn points and have their choice of leading retailer and restaurant gift certificates, airline tickets, hotel stays and brand-name merchandise.

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4. What makes Chase Freedom different from other card offerings already available in the marketplace?

The difference is unmatched flexibility. Other cards lock you in to earning one thing - cash back or points, as well as locking you in to earning in fixed categories. Other cards tell you how to earn additional rewards. With Chase Freedom, the cardmember is in control of his/her rewards program. If their spending habits change, Chase Freedom will change with them. It's the first and only card that adjusts to the spending of each individual. Cardmembers can earn three percent cash back or three times the points automatically in the top three categories where they spend the most each month. There are 15 categories in all. As the customer's spending habits change, Chase Freedom continues to maximize their rewards.

If they want to earn cash back for six months and then change to reward points, they can do so easily just by going online to www.chasecreditcards.com or by calling Chase. Cardmembers can start out earning cash back, and then change to points to redeem for items like airline tickets or gift cards. For a full list of participating merchants, see Addendum A.

5. When will the enhanced Chase Freedom be available to consumers?

Consumers can apply for the card now at www.chasecreditcards.com, by calling 1-800-U-CHOOSE (1.800.824.6673) or by visiting their local Chase branch bank to get more information or assistance with applying for the credit card.

By the end of 2007, Chase is initially upgrading its Chase Freedom cardmembers who also have a retail banking relationship with Chase. These cardmembers' Chase Freedom credit card will automatically become the enhanced Chase Freedom. Chase is proactively alerting all other cardmembers about the enhanced Chase Freedom. Those cardmembers will have the option to upgrade to the enhanced Chase Freedom.

Chase will create Spanish and bilingual marketing materials to make this exciting product also relevant to Hispanic consumers. With Chase Freedom, customers have the option to receive Spanish statements and correspondence and can apply in Spanish at www.tarjetaschase.com or by calling 1-877-62-CHASE.

6. Isn't this just like all the other cards that offer bonus rewards for everyday spending?

No. Chase is redefining how consumers earn rewards. With other credit cards, consumers are locked in to earning bonus rewards in the categories that the credit card issuer determines as important. If a cardmember has little to no spending in those categories, they are unable to earn the maximum amount of bonus rewards. With Chase Freedom, the cardmember earns bonus rewards in their top three categories each month. As their spending habits change, Chase Freedom changes with them and allows them to maximize their bonus rewards month in and month out. There are 15 categories in all.

7. Can existing Chase Freedom customers benefit from this enhancement?

Yes, if existing cardholders are interested, they can easily take the option of enhancing their card by calling Chase or going to www.chasecreditcards.com. The current Chase Freedom credit card they already have in their wallet will automatically become more powerful.

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- 8. Will Chase Freedom continue to be blinkSM-enabled ?**
Yes. Chase **blink** is a feature of Chase Freedom. In addition to the freedom to choose, change and earn more, Chase Freedom customers will enjoy the speed and convenience of **blink**, a contactless functionality that allows consumers to simply hold their card near a point-of-sale terminal at checkout, rather than swiping their card or handing it to a store employee. **blink** is more relevant to Chase Freedom than ever before since gas stations, convenience stores, drugstores, movie theatres, quick services & fast food restaurants – all places that accept **blink** – are included in the 15 bonus categories.
- 9. Is there an annual fee?**
No.
- 10. What is the URL to get more information about Chase Freedom?**
Consumers can go to www.chasecreditcards.com to apply for the card online and to learn more about Chase Freedom.
- 11. What customer service telephone number do customers call to have questions answered about Chase Freedom?**
Existing Chase cardmembers can call the number on the back of their current Chase cards. (*Numbers vary from card to card.*) Prospective customers should call 1-800-U-Choose (1-800-824-6673).
- 12. Will Chase Freedom replace any existing Chase cards in consumers' wallets?**
Existing Chase customers may choose to change to Chase Freedom to enjoy the new benefits and the freedom to change between cash and points that this new product offers. With our range of products and rewards, Chase has a unique ability to match the right card with the right customer at the right time, and we are excited to further strengthen that ability with the addition of Chase Freedom as another excellent option for both current and future customers.
- 13. What is the process for changing between points and cash back? How long does it take?**
The process is simple. Chase Freedom customers can go online to www.chasecreditcards.com and click on “switch to earn points” or “switch to earn cash back.” They also can call the telephone number on the back of their cards to inform a customer service advisor that they want to change. (*Numbers will vary from card to card for existing Chase cardmembers.*) The cardmember will start earning in the new currency (points or cash) immediately. Cardmembers will receive a letter in the mail to verify that the change has been made, along with an applicable brochure about Chase Freedom points or cash back rewards. Once a cardmember receives their next statement, they can go online or call Chase to redeem their points or cash rewards.

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14. Can you provide examples of how the card works?

John Smith saw the Chase Freedom TV ads and called in to apply for the card that earns him three points for every \$1 spent in grocery, gas and quick service restaurant purchases. John, who is redoing his kitchen and using his card, has racked up 20,000 points. He could redeem his points for \$200 in Marriott Hotel certificates, or could transfer 18,000 points to United Airlines and get 15,000 Mileage Plus miles, but he remembers his kitchen and decides cash back would suit his needs best. He calls Cardmember Services. The advisor changes John's rewards from points to cash and his 20,000 points are now \$200 in rewards. John calls back in after he receives his statement and redeems his \$200 in rewards for a \$250 check.

Another example is Susan Matthews, who has applied on line for Chase Freedom. She's using Chase Freedom for all of her purchases and has earned \$50 in rewards. She's ready to redeem and can go for the \$50 check, but she really needs a gift for her friend's birthday. She calls Cardmember Services. The advisor changes her rewards from cash back to points and Susan's \$50 in rewards is now 5,000 points. Susan goes online after she receives her statement to www.choosemyrewards.com and redeems her 5,000 points for a \$50 Macy's gift certificate.

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Addendum A - Categories and Sample Merchants

Gas		Grocery		
Shell	Wawa	Albertsons	Pathmark	
Sunoco	Hess	Kroger	Superfresh	
ExxonMobil	Marathon	Giant/Martin's	Wegman's	
7-Eleven	Speedway	Safeway	Piggly Wiggly	
BP	Sheetz	ShopRite	Food Lion	
Fast Food/Quick Service Restaurants				
<i>Coffee Shops/Ice Cream</i>		<i>Fast Food Restaurants</i>		<i>Pizza</i>
Starbucks		McDonald's	Wendy's	Pizza Hut
Caribou Coffee		Burger King	Hardees	Domino's Pizza
Seattle's Best		Chick-Fil-A	Long John Silver	Papa Johns
		Sonic	KFC	
Coldstone Creamery		Taco Bell	Chipotle	
Baskin Robbins		Jack in the Box	Steak-N-Shake	
Dairy Queen				
<i>Quick Service Restaurants</i>		<i>Breakfast</i>		<i>Sandwich</i>
Boston Market		Bob Evans		Quiznos
Fuddruckers		Waffle House		Panera Bread
Panda Express		IHOP		Subway
Friendly's		Dunkin' Donut's		
Chuck E Cheese		Einstein Brothers		
Old Country Buffet		Denny's		
Home Town Buffet				
Department Stores		Video Rentals		
Macy's	Dillard's	Blockbuster		
Bloomingdale's	Boscov's	Hollywood Video		
Nordstrom's	Sears	Netflix		
JCPenney				
Movie Theaters		Telecommunications		
AMC	United Artists	Sprint	Bell South	
Regal	Carmike Cinema	Verizon	Vonage	
Cinemark		Cingular	AT&T	
Utilities		Drugstores		
Electricity/Gas/Oil	Water/Sewage	CVS	Duane Reade	
Garbage Collection		Walgreens	Rite Aid	
		Eckerd	Long Drugs	
Cable/Satellite/ISP		Commuting/Local Transportation		
Comcast	Cox Communications	Taxis	Subways	
NetZero	AOL	Bus Fare	Bridges	
DISH Network	Charter	Parking	Tolls	
DirecTV	Communications	Ferries		
Dry Cleaners		Beauty Shops/Salons/Spas		
Local Locations		Local Locations		
Gym/Health Membership		Pet Stores/Veterinarian		
YMCA	Bally Total Fitness	PetSmart	PETCO	
Gold's Gym				