

For Immediate Release:

Chase, The Media Group Launch First Interactive TV Campaign for a Financial Institution Featuring Long-Form Storyteller Concept

Using Triggers, TV Microsite and Long-Form Commercials, TV Viewers Can Interact with Brand, Instantly Request Brochure about Chase Freedom, and Learn How to Apply for Card Rewards

AUSTIN, Texas and DENVER - Dec. 18, 2006 - Chase Card Services (NYSE:JPM), advertising agency T3 (The Think Tank), and The Media Group (TMG), the leader in transactional and interactive TV broadcasting and advertising, announced today the launch of the first fully interactive television campaign for a financial institution that features long-form video to increase awareness for Chase Freedom, the first and only credit card that allows cardmembers to change the types of rewards they earn as their needs change, without ever leaving rewards behind.

Through Jan. 1, 2007, DISH Network satellite TV viewers will encounter the Chase Freedom interactive commercials, and with a click of their remote, they will be able to interact with the brand.

"Chase is excited to participate in this interactive TV experiment," said Manning Field, senior vice president, branding and advertising for Chase Card Services, the credit card division of JPMorgan Chase. "The opt-in nature of this approach combined with the ability for engagement with more detailed messaging is a brand- and communications-learning imperative."

Regularly scheduled TV commercials are embedded with a graphic overlay, or trigger, motivating viewers to leave the program they are watching to view a variety of long-form, minute-long videos that creatively demonstrate how to use Chase Freedom. Features of the commercials include describing how Chase Freedom can play into everyday life and a mechanism that takes viewers to an informational TV microsite to learn and request more information about the credit card.

The long-form videos, "One man. One card. Thrilling adventures," are storyteller concepts which are comedic yet real-life situations centered around one character that is friendly, casual, conversational and helpful. The Chase spokesperson knows he is interrupting programming and is aware that the viewer has selected to receive more information. His point of view is that if you appreciate the freedom digital lifestyle affords, you will appreciate Chase Freedom.

When viewers interact with the TV microsite, they will find it similar to the look and feel of the Chase Freedom website - www.chase.com/freedom. The long-form videos are integrated into the Chase Freedom TV microsite for viewers to learn more about the card. By selecting one of three buttons, they can learn how the card works, get details on the card and request information so that a direct mail piece can be sent to their home. Viewers can also enter the Chase Freedom TV microsite through on-screen banners on the DISH Network shopping portal.

Because more than 12 million DISH Network subscribers have interactive TV capabilities to view the Chase Freedom TV microsite, Chase will receive specific demographic information, down to the household level of those consumers who choose to interact.

"An increasing number of advertisers like Chase are reaching beyond the traditional 30-second TV commercial to cultivate new customers without asking them to log on or leave the comfort of their home," said Gary Turner, chairman and CEO of TMG.

Chris Kager, president of TMG's The Ad Group, added, "TMG is uniquely positioned to offer consumer brands like Chase complete media distribution representation, interactive applications for their creative assets, the delivery of long form content, and an expansive post analysis of consumer activity."

“TMG has delivered to Chase a full service platform for an iTV advertising campaign that lets Chase engage and educate TV viewers nationwide about Chase Freedom in an entertaining and convenient manner,” said Mitch Oscar, executive vice president of Carat Digital, who was a key resource in identifying and helping to develop this interactive TV opportunity.

The creative and video elements for the interactive campaign were developed by T3 while software elements were engineered by Ensequence.

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 140 million credit cards issued. Under the JPMorgan and Chase brands, the firm serves millions of consumers in the United States and Canada 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>>.

About T3

T3 is one of the fastest growing independently owned advertising agencies in the nation working with clients including Dell Inc., Marriott International, Inc., JCPenney, UPS, MSN, Universal, John Deere, Ingenix and MTV. Founded by president and CEO Gay Warren Gaddis, T3 is the largest privately held agency wholly owned by a woman. For more information about T3, visit <http://www.t-3.com>.

About The Media Group

The Media Group (TMG), formerly known as Turner Media Group, provides interactive TV advertising, direct response programming and transactional TV networks. Comprised of three divisions – The Ad Group, The Networks Group, and The iTV Group -- TMG reaches an aggregate of more than 100 million homes nationwide through EchoStar's DISH Network satellite TV and major cable TV distributors such as Comcast, Time Warner, Bright House Networks and Cox in select markets. Visit www.themediagroup.com.

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