



## CHASE FREEDOM FREQUENTLY ASKED QUESTIONS

**1. What is Chase Freedom?**

Chase Freedom is the first and only credit card that gives consumers ultimate control and flexibility over their rewards options. Chase Freedom allows cardmembers to change the types of rewards – cash and rewards points – they earn as their needs change without ever leaving rewards behind.

**2. Why did Chase create Chase Freedom?**

Chase Freedom is the most researched product in Chase history. Chase created Chase Freedom's features based on direct feedback from consumers. Focus groups and other research efforts gathered input from thousands of consumers representing a diverse range of current and potential Chase customers.

**3. When will Chase Freedom be available to consumers?**

Consumers can apply for the card beginning September 18, 2006 at [www.chase.com/freedom](http://www.chase.com/freedom), by calling 1.800.U.CHOOSE (1.800.824.6673), or by visiting their local Chase branch bank to get more information as well as assistance with applying for the credit card.

**4. What is unique about Chase Freedom?**

While existing rewards credit cards may offer cash back and points programs, 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. Consumers choose cash back or points. Consumers can change their rewards, such as earning cash back, and then change to points to redeem for items like airline tickets or gift cards. Consumers can earn three percent cash back or three times the points on grocery, gas and quick service restaurants, including places like Subway, Panera Bread, Boston Market, Denny's and Dunkin' Donuts.

Chase also keeps it simple for the consumer 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, travel on most airlines, and brand-name merchandise. For customers earning cash back, the more they save, the more they earn with \$50 in bonus cash for every \$200 in rewards. And there is no loss of cash or points when changing between rewards and no annual fee for Chase Freedom customers.

**5. Is this just like all the other cards that offer choice between rewards points and cash back?**

No. While many rewards programs exist, most lock consumers into a rigid system of rules and limited redemption options. Chase Freedom breaks from this tradition by giving cardmembers the ability to seamlessly change between cash back and points. With a simple earning structure and unmatched flexibility, Chase Freedom is uniquely positioned as the industry's next generation of rewards programs.

- 6. Which retailers and merchants will offer rewards to Chase Freedom customers?**  
Chase Freedom can be used anywhere credit cards are accepted. To enjoy the bonus rewards of three cash back or three times the points, consumers can use the card in places they shop everyday - grocery stores, gas stations and quick service restaurants (pizza to hamburgers to tacos and even sandwich shops, coffee houses and more). Places like Denny's, Subway, Pizza Hut, Panera Bread and Boston Market are included, just to name a few.
- 7. How is Chase Freedom different from Chase Flexible Rewards?**  
Chase has reward programs that offer flexibility with a choice of rewards, but they too are different from Chase Freedom. They do not offer the flexibility of changing between cash back or points, the simplified structure of just having cash or having points, or the bonus of \$200 in rewards getting the cardmember a \$250 check.
- 8. Will Chase Freedom be blink-enabled?**  
Yes. Chase Freedom is **blink-enabled**, allowing fast and easy purchases through contactless payment systems at 30,000 merchant locations nationwide.
- 9. Is there an annual fee?**  
No.
- 10. Will Chase Freedom be offered on Visa, MasterCard or both?**  
Chase Freedom will be offered on both Visa and MasterCard. Consumers can choose the card they prefer.
- 11. Where can consumers go to get more information about Chase Freedom?**  
Consumers can go to [www.chase.com](http://www.chase.com) starting September 18, 2006 to apply for the card online and log onto [www.chase.com/freedom](http://www.chase.com/freedom) to learn more about Chase Freedom via a highly interactive site.
- 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 call the telephone number on the back of their cards to inform a customer service advisor that they want to change. 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.

**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 is redoing his kitchen and using his card, has racked up 20,000 points. He could redeem his points for \$200 in Marriott certificates, could transfer 18,000 points to United 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 is 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 online 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](http://www.choosemyrewards.com) and redeems her 5,000 points for a \$50 Macy's gift certificate.