



NEWS RELEASE



A TimeWarner Company

For Release: October 5, 2006

TNT and Innovative Brand Marketer Chase Develop First of Its Kind Partnership

TNT and Chase Present *Change of Plans*, a Mini-Drama to Premiere on TNT Oct. 6 during Network Premiere for *Castaway* and Finale on Online Destination TNT.tv

TNT Network Premiere *Castaway* Presented by Chase with Limited Commercial Breaks as First-Ever Nationally Exclusive TNT Movie Sponsorship

***Change of Plans* to Extend to Digital Extensions Following Premiere as Part of Chase Marketing Initiative**

On Oct. 6, TNT and Chase [NYSE: JPM] will introduce a high-impact promotional partnership that reaches consumers nationwide with the premiere of *Change of Plans*, a TNT original mini-drama that embodies the marketing campaign of the new rewards credit card introduced by Chase, Chase Freedom; TNT's first-ever nationally exclusive sponsorship around a limited-commercial movie presentation with the film *Castaway*; and an extensive consumer outreach campaign that extends both brands to digital platforms.

During the special TNT presentation of *Castaway* nationally sponsored by Chase and presented with limited commercial breaks on Oct. 6 at 8 p.m. (ET/PT), *Change of Plans* will premiere with an entertaining tale about Anne Smith, a young business woman and the *choices* she has to make. The engaging tale unfolds throughout four consecutive commercial breaks, with the fifth and final part airing only at TNT's online destination, TNT.tv. Following the initial premiere, the compelling content piece will run full-length as part of Chase's digital marketing campaign that will infiltrate top Internet destinations. The brand-focused partnership speaks to the forward-thinking style of Chase's marketing team and TNT's extensive promotional capabilities. *Change of Plans* will encore three different dates within *Castaway* following the initial premiere, and also include a consumer sweepstakes.

"Chase is a leader in progressive marketing and brand communication," said Linda Yaccarino, executive vice president, Turner Entertainment Ad Sales and Marketing. "Our brands came together with the same goal in mind, to develop an innovative way to entertain and engage viewers through a non-traditional marketing initiative. This partnership is an example of strong brands coming together and pushing the boundaries of marketing to reach today's consumers."

Change of Plans opens with Anna Smith, an overworked businesswoman looking to get her day-to-day responsibilities completed without her boss's demands getting in the way of her job. When he requests for her to deliver him blueprints for his client meeting, Anna brings the viewer on an entertaining adventure that includes periodic daydreaming while she makes her way cross-town to him. When she arrives at the meeting, at the end of the fourth segment, the viewer is instructed to go to tnt.tv where they get to watch the conclusion to the mini-drama. During the final segment, Anne suddenly decides to make a change of plans and utilizes Chase Freedom during the scene.

When viewers go to TNT.tv to view the fifth and final part to the mini-drama, they will have the opportunity to enter the *Change of Plans Sweepstakes*. Between Oct. 6 and Oct. 20, viewers can enter the sweepstakes every time they view the ending to the adventure. In the flexible style of Chase Freedom, the grand prize winner will have their choice between four prizes, a cash prize or three different travel packages.

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About JPMorgan Chase & Co.

Chase Card Services is part of JPMorgan Chase & Co. (NYSE: JPM), 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 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.

About Turner Network Television (TNT)

Turner Network Television (TNT), a division of Turner Broadcasting System, Inc., is television's destination for drama and one of cable's top-rated networks. It offers original movies and series, including the blockbuster detective series *The Closer*, starring Emmy[®], Golden Globe[®] and Screen Actors Guild Awards[®] nominee Kyra Sedgwick, and next year's eagerly anticipated television event *The Company*, executive-produced by Ridley Scott and starring Chris O'Donnell, Michael Keaton and Alfred Molina. TNT is also home to powerful one-hour dramas, such as *Without a Trace*, *Law & Order*, *Las Vegas*, *Cold Case*, *ER*, *Charmed* and *Judging Amy*; broadcast premiere movies; compelling prime-time specials, such as the *Screen Actors Guild Awards*[®]; and championship sports coverage, including NASCAR and the NBA. TNT is also available in high-definition.

Turner Broadcasting System, Inc., a Time Warner company, is a major producer of news and entertainment product around the world and a leading provider of programming for the television industry.

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