

CHASE FREEDOM STATEMENT CREDIT and EXCLUSIVES Q&A

General

1. What is Chase announcing?

Chase is announcing an enhancement to Chase Freedom, a first-of-its-kind credit card. The new statement credit feature lets customers put anything they want on their Chase Freedom credit card and apply their reward points to their next statement, letting them spend rewards like cash.

The Chase Freedom line of products is now included in the Chase Exclusives program for Chase checking account holders. With Chase Exclusives, Chase checking customers receive better rates, more rewards and bigger discounts on many Chase products, including Chase Freedom.

Chase Freedom offers 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.

2. What is the URL to get more information about Chase Freedom?

Consumers can go to www.chase.com/freedom to apply for the card online and to learn more about Chase Freedom.

3. What customer service telephone number do customers call to have questions answered about Chase Freedom?

Existing Chase customers 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).

Statement Credit

4. How does the new feature work?

With the statement credit offered through Chase Freedom, customers will be able to use rewards points more quickly. They can purchase anything they want with their credit card and use their points to pay for it on their next statement. There's no check to wait for and more possibilities than a traditional rewards catalog.

5. 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 and the freedom to change. Chase also keeps it simple for the customer to earn rewards. Customers choose cash back or reward points. Customers can change their rewards, such as earning cash back and then change to points. If they want a robust rewards collection, they can earn points redeemable for items like airline tickets, gift cards and merchandise, as well as contribute their rewards to the World Wildlife Fund or ASPCA[®] (American Society for the Prevention of Cruelty of Animals). The statement credit means a consumer can put anything they want on their Chase Freedom credit card and apply their reward points to their next statement, letting them spend rewards like cash.

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6. 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 or make you wait to access your rewards points. With Chase Freedom, the customer 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.

If customers 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. Customers can start out earning cash back, and then change to points to redeem for items like airline tickets or gift cards. Chase recognizes consumers want tangible and real rewards. With Chase Freedom, customers can redeem rewards point faster and easier. Customers can purchase any rewards they want and apply their points as a credit on their next statement.

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

Yes, the statement credit is available on all products in the Chase Freedom line of products, including both existing credit card offerings and future products.

8. When will the statement credit feature take effect?

The statement credit feature has already been automatically added to all Chase Freedom products.

9. Can you provide examples of how the statement credit works?

The statement credit redemption option will be available on all products in the Chase Freedom line, including existing as well as future products and on all currencies (points, miles, cash). A Chase Freedom customer can truly 'pay with their points' for anything (regardless of how little or how much it costs).

The credit will be available at three levels:

- For customers earning cash back, \$150 cash rewards – redeem for \$150+ statement credit
- For customers earning rewards points, starting at 5,000 points – redeem for \$50+ statement credit
- From 200 points – 4,999 points – redeem for a statement credit between \$1 and \$25 statement credit – this version will ONLY be on the Points currency

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Chase Freedom Products for Chase Exclusives

10. What are the new additions to the Chase Freedom line of products?

Chase Freedom is now included in the Chase Exclusives program for Chase checking account holders. With Chase Exclusives, Chase checking customers receive better rates, more rewards and bigger discounts on many Chase products, including Chase Freedom.

The Chase Exclusives version of Chase Freedom is available in Chase retail branches for Chase checking customers. Customers receive accelerated (three percent vs. one percent) earn in their **top five** Everyday spend categories.

A Chase Exclusives version of Chase Freedom Plus is also available in Chase retail branches for Chase checking customers. Customers receive accelerated (three percent vs. one percent) earn in their **top six** Everyday spend categories, with no annual fee for Chase Premier Platinum checking customers.

11. Will the Chase Freedom line of products continue to be blink-enabled?

Yes. **blink**^(SM) is a standard feature of Chase Freedom. In addition to the freedom to choose and change, 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.

12. Is there an annual fee for the new products?

No.

13. What are the categories for earning rewards?

The categories have not changed. There are still 15 Everyday spend categories ranging from gas to groceries to gym memberships.

See Addendum for list of categories.

14. Will Chase Freedom replace any existing Chase cards in consumers' wallets?

Existing Chase checking customers may choose to take advantage of the Chase Exclusive offerings for Chase Freedom to enjoy the freedom to change between cash and points; earn triple rewards in their top Everyday spending categories; and have the ability to use their rewards points towards any reward they can purchase on their credit card. Our non-checking account customers may choose to change to Chase Freedom. 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. The Chase Freedom line of products further strengthens that ability by providing customers with tangible, real rewards. It is another excellent option for both current and future customers.

CHASE FREEDOM - PHASE II CONFIDENTIAL INTERNAL FREQUENTLY ASKED QUESTIONS

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