



**For Immediate Release**

**INK<sup>SM</sup> FROM CHASE LAUNCHES NEW ADVERTISING CAMPAIGN FEATURING  
REAL-LIFE INK BUSINESS CARD CUSTOMERS**

*Campaign debuts July 5; initial ad features New York small business owner Marlo Scott*

**WILMINGTON, Del.** – June 30, 2010 – Ink from Chase today unveiled a new broad-based advertising campaign focusing not only on its portfolio of business cards but also its customers.

The campaign will feature actual Ink small business owners who will highlight card benefits that have impacted their bottom line. Marlo Scott, owner of cupcake, wine and beer bar Sweet Revenge in New York City, will be the first small business owner featured.

A Chase customer since 2008, Scott will appear in television, radio, print and web advertisements, with the first television ads airing July 5. Major cable station media partners include Bloomberg, Discovery, ESPN, FOX News, History Channel, MLB on FOX, The Science Channel and The Weather Channel. Print ads will be featured in *Inc.*, *The New York Times*, *Wall Street Journal*, *Fast Company*, *Entrepreneur* and *MyBusiness*.

“We were first introduced to Ms. Scott through a customer research focus group, and we were struck by her passion to succeed and make a name for herself,” said Richard Quigley, president of [Ink from Chase](#) at Chase Card Services, a division of JPMorgan Chase (NYSE: JPM). “And the evolution of our advertising campaign reflects this natural passion in small business owners like Marlo. Ink was designed with small business owners like Marlo in mind—our goal is to save them time and give them resources to build their businesses.”

The initial television spot, shot in New York City, includes footage from Sweet Revenge and Scott’s office. During the ad, Scott specifically notes the fact that her Ink card is “accepted in twice as many places as American Express worldwide,” plus says “if I need to give my employees Ink cards, they’re free.”

“That’s why Ink from Chase is so important to Sweet Revenge,” Scott said. “Like every small business owner, starting my business stemmed from a personal passion to be in charge of my professional destiny. And as I grow and expand Sweet Revenge, Ink from Chase will be there with me.”

Scott opened [Sweet Revenge](#) in July of 2008. Located at 62 Carmine St. in the West Village, Sweet Revenge was named an Eat Out Award Winner by *Time Out New York* in 2009 and a NYC Business Solutions Success Story by New York City’s Department of Small Business Services in 2008. Future strategic plans include expanding the business through brand licensing, print and film.

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New York-based advertising agency mcgarrybowen created the new television and print campaign, while Zenith Media oversees the media plan. The television spot featuring Marlo Scott was directed by Clio Lifetime Achievement Award recipient Tony Kaye. Digital agency, T3, developed and maintains Ink's dedicated microsite.

For more information on Ink from Chase, or to view the ads, visit [www.inkfromchase.com](http://www.inkfromchase.com).

### **About Ink From Chase**

Ink from Chase is a portfolio of business cards offering powerful, flexible payment solutions and resources to meet the unique needs of small business owners. With financial management tools, broad acceptance and meaningful rewards, the Ink from Chase portfolio helps small business owners focus on growing their businesses, instead of spending time in the back office.

### **About JPMorgan Chase & Co.**

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$2.1 trillion and operations in more than 60 countries. The firm is a leader in investment banking, financial services for consumers, small business and commercial banking, financial transaction processing, asset management and private equity. A component of the Dow Jones Industrial Average, JPMorgan Chase & Co. serves millions of consumers in the United States and many of the world's most prominent corporate, institutional and government clients under its J.P. Morgan and Chase brands. Information about JPMorgan Chase & Co. is available at [www.jpmorganchase.com](http://www.jpmorganchase.com).

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