

**For Immediate Release -**

**Chase Unveils New Marketing Campaign To Support Small Businesses**  
*Ink<sup>SM</sup> from Chase Multimedia Campaign Personalizes Small Businesses Making Their Mark*

**WILMINGTON, Del. – Oct. 1, 2009** – Chase Card Services today launched a new integrated marketing campaign to promote its new business card portfolio, [Ink<sup>SM</sup> from Chase](#), highlighting Chase's commitment to providing small business owners with the tools they need to succeed.

“The advertising concept illustrates our understanding of the powerful aspirations, importance of relationships and unique needs of small business owners which require more control, flexibility and rewards in managing their business finances,” said Richard Quigley, president of Ink from Chase at Chase Card Services, a division of JPMorgan Chase (NYSE: JPM). “We designed Ink to help keep small businesses balanced and moving ahead so they can continue to succeed.”

Ink will be promoted through an integrated marketing campaign that includes television, print, newspaper, online, events, public relations, and direct marketing. New York-based advertising agency mcgarrybowen created the new multimedia television and print campaign, which was previewed during the Inc. 500/5000 Conference and Awards Ceremony where Chase was a leading sponsor. Themed “This is the Story,” the new advertising campaign airs its first television spot on Oct. 1, 2009.

Highlighting the value Ink brings to small business owners, the print ad concept features a scripted note describing how a new printer acquired through rewards points helped an architecture firm finish a big job under budget. The “Architect” print advertisement will debut in *Inc.* magazine's October 2009 issue and will be featured in other major business-focused publications, including *The New York Times*, *Wall Street Journal*, *Fast Company*, *Entrepreneur*, and *MyBusiness*. Additional spots called “Bistro” and “Doctor” will also appear in the coming weeks, featuring stories about how Ink impacts various small businesses.

***The Story Behind Ink***

Behind every small business is a story: about how they started, what they've accomplished and where they're going. The “This is the Story” television advertisements illustrate Ink's ability to deliver on the unique needs of small business owners by portraying business owners' success stories and triumphs. Demonstrating the universal benefits of Ink for all types of small businesses, the ads feature scenes from diverse small business scenarios including a lumber yard, contractor truck site, organic farm and restaurant. Ink is featured as the glue that interconnects these small businesses. Beginning today, the “This is the Story” campaign will air on major cable stations, including CNN, MSNBC, The Science Channel, Discovery, ESPN, TNT, FOX News, Bloomberg, The Weather Channel and History Channel. Ink from Chase will also be a sponsor of TBS' 'Game Break,' during Major League Baseball postseason coverage. Publicis Groupe's Zenith Media is Chase's media planning and buying firm for the entire campaign.

“From a creative standpoint, [Ink](#) grew out of a few complementary concepts,” said JP De La Cruz, marketing director, Chase Card Services. “The first and perhaps most obvious reason is that it's a play on the word ‘Inc.’, but the concept was ultimately chosen because it maps to Ink's attributes: flexible, fluid, dynamic and nimble. We listened to small business owners and found that they wanted to be given the chance to make their mark – and that's exactly what Ink helps them do.”

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Ink's digital marketing will include advertisements on BNet, CNNMoney.com, MarketWatch.com, FOX Business.com, WSJ.com, Entrepreneur, BusinessWeek.com, Biz Journals, LinkedIn, Amazon.com and Facebook. All interactive efforts from the Ink brand launch, including the dedicated microsite, [www.chase.com/ink](http://www.chase.com/ink), were lead by T3, a top integrated marketing firm specializing in campaigns that cut across all media.

The multimedia campaign supports all four distinct cards in the new Ink from Chase business card portfolio. The recent launch of Ink marked Chase's introduction of a pay-in-full charge card – a first from issuers of Visa® or MasterCard®. All Ink business cards are accepted at twice as many locations worldwide as American Express, supported by Chase's 5,200 bank branches and their trusted staffs, and are designed to meet the individual needs of small business owners.

**Editor's Note:** For additional press resources, please visit: [www.chase.com/ink](http://www.chase.com/ink). Downloadable assets are also available at [www.inkfromchase.com/press-room/](http://www.inkfromchase.com/press-room/).

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

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$2.0 trillion and operations in more than 60 countries, and the company has issued approximately 152 million credit cards in the United States and Canada. 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 and businesses in the United States and many of the world's most prominent corporate, institutional and government clients under its J.P. Morgan, Chase, and WaMu brands. Information about JPMorgan Chase & Co. is available at [www.jpmorganchase.com](http://www.jpmorganchase.com).

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