

Bank One Selects Deutsch as Advertising Agency

Nation's Largest Independent Ad Agency to Support Bank's Creative, Media Planning and Buying

CHICAGO, MARCH 19, 1999 - BANK ONE CORPORATION (NYSE: ONE) today announced the selection of New York-based Deutsch Inc. as its advertising agency of record, following an extensive agency review.

Deutsch, the country's largest independent ad agency, will support Bank One, the country's fourth-largest bank holding company, through creative, media planning and buying activities. The account is estimated to be worth about \$60 million to Deutsch, whose other major accounts include Mitsubishi Motors, LensCrafters and IKEA.

"As a major financial services provider with a highly-recognized brand, we attracted a number of leading agencies to the review process," said Brad Iversen, executive vice president of marketing, Bank One Retail Group.

"We selected Deutsch for the breadth of its national brand-building experience and high-energy approach to advertising," said Iversen.

"Deutsch understand that Bank One is more than a bank. We are a trusted source for financial services, thinking and acting in our customers' best interests. And we are passionate about it," said Iversen.

"We're excited to partner with Bank One to achieve its mission to be the premier financial services provider in the country," said Donny Deutsch, chairman and CEO, Deutsch Inc. "We look forward to creating advertising that communicates that Bank One is a dynamic presence in customers' lives."

BANK ONE CORPORATION, headquartered in Chicago, is the nation's fourth largest bank holding company, with assets of more than \$260 billion. BANK ONE offers a full range of financial services to commercial and business customers and consumers. It is the nation's largest credit card lender, the second-largest consumer and commercial finance company, the third-largest credit card lender to small business, and the third-largest bank mutual fund company. It operates more than 2,000 offices and a nationwide network of ATMs. It is a major commercial bank in the United States and in selected international markets. Information about BANK ONE can be accessed at www.bankone.com; through InvestQuest at www.investquest.com; or through Fax-on-Demand at 614-844-3869.

Deutsch Inc. is an \$860 million full-service advertising agency with offices in New York, Los Angeles and Chicago. Both ADWEEK and Advertising Age named Deutsch 1998 National Agency of the Year.