



JPMorgan Debuts Pre-Trade Algorithmic Metrics Via Bloomberg

New York, February 2, 2005 - JPMorgan announced today the debut of its equity pre-trade analytics, accessible directly through Bloomberg's Execution Management Service. The analytics are the first of any sell-side institution to be offered through Bloomberg that offer decision support for selecting the most appropriate algorithmic trading strategy based on a number of cost and risk estimates.

JPMorgan's interactive pre-trade analytics allow users to populate order details directly from their Bloomberg trade blotter into JPMorgan's pre-trade function. These metrics are the newest addition to the firm's algorithmic trading suite and the first in a series of analytical products JPMorgan will be delivering to clients in order to provide more execution transparency.

"We are breaking new ground in pre-trade analytics," said Carl Carrie, head of algorithmic product development for JPMorgan Electronic Execution Services. "By providing a collection of powerful and unique statistical metrics, clients can decide which algorithms are optimal for their specified objectives."

"We are very pleased to deliver JPMorgan's extensive pre-trade solution to all Bloomberg users via the Bloomberg Execution Management System. This innovation recognizes the buy-side traders' requirement for a seamless, best of breed solution." said Don Carey of Bloomberg. "It reinforces Bloomberg's commitment to lead the integration of market data, order analytics and dealer connectivity".

JPMorgan has a comprehensive electronic service offering, including direct market access, pre-and post-trade analytics, as well as algorithmic trading tools -- all bolstered by a dedicated support team providing the highest level of customer service. These capabilities complement JPMorgan's traditional block business and leading research platform. For more information regarding JPMorgan's electronic execution services, email: jpm.ees@jpmorgan.com.

About JPMorgan Chase

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$1.2 trillion and operations in more than 50 countries. The firm is a leader in investment banking, financial services for consumers and businesses, financial transaction processing, asset and wealth management, and private equity. A component of the Dow Jones Industrial Average, JPMorgan Chase & Co. has its corporate headquarters in New York and its U.S. retail financial services and commercial banking headquarters in Chicago. Under the JPMorgan, Chase and Bank One 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 Bloomberg

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