



## **Universal, Chase Release KING KONG Limited Edition Universal Entertainment MasterCard**

### **Limited-edition Credit Card Available Oct. 1 Commemorates Universal Pictures Release of KING KONG; Pre-Registration For Card Available Now**

UNIVERSAL CITY, Calif. and WILMINGTON, Del.- Sept. 6, 2005 – Commemorating the theatrical release of King Kong, Universal and Chase [NYSE: JPM] are launching the King Kong Limited Edition Universal Entertainment MasterCard®, available beginning Oct. 1, 2005. The new card, an illustration of Kong on the front depicting a poignant moment on Skull Island, is the ultimate design for fans eagerly awaiting the release of the movie. Currently, consumers may pre-register for the card by visiting [www.kingkong.com](http://www.kingkong.com) – and in the months leading up to the film, have the opportunity to receive King Kong theatrical updates, sneak-peeks at Limited Edition Kong merchandise and much more.

The new King Kong card offers the same broad array of entertainment rewards and benefits available with the Universal Entertainment MasterCard from Chase. Cardmembers earn one reward point per dollar on everyday purchases and two points per dollar at select Universal Studios Theme Parks retail locations. Points may be redeemed for movie tickets, DVDs, gift cards and more. Cardmembers also have the opportunity to redeem reward points for unique Hollywood experiences including, tickets to celebrity events, spending a day on a television or movie set and walking the red carpet at a movie premiere.

Chase will support the launch of the limited edition credit card rollout with branded direct mail packages as well as online and event marketing. Chase will also have a presence at King Kong's New York premiere and participate in cross-promotional efforts with the City of New York that will populate the city with significant outdoor media and other grass roots marketing tactics.

Janice Trojan, senior vice president of Universal Studios Partnerships said, "With the King Kong credit card, our partners Chase and MasterCard, demonstrate a unique approach to leveraging what is anticipated to be our biggest release of 2005. The launch of the card extends our promotional presence beyond the theatrical window and into an everyday interaction with our customers."

"We continue to expand our Universal Entertainment MasterCard portfolio to create customized products that fit the individual interests of Universal loyalists," said Joe Venuti, senior vice president for JPMorgan Chase & Co.'s card services division. "The addition of the King Kong Limited Edition Universal Entertainment MasterCard gives movie enthusiasts a chance to easily earn rewards and experience King Kong in a whole new way."

Consumers can apply for King Kong Limited Edition card beginning Oct. 2005, by visiting [www.kongcard.com](http://www.kongcard.com) or by visiting [www.chaseuniversalcard.com](http://www.chaseuniversalcard.com).

#### **About King Kong**

Universal Pictures' King Kong, a new version of the classic adventure story first brought to the screen in the 1933 RKO motion picture, is directed by triple-Academy Award® winner Peter Jackson (The Lord of the Rings trilogy) and stars Oscar® nominee Naomi Watts (21 Grams, The Ring), Jack Black (School of Rock) and Oscar winner Adrien Brody (The Pianist). It is co-written by Jackson's three-time Oscar-winning partner Fran Walsh, their Lord of the Rings co-writer Philippa Boyens and Jackson. King Kong is produced by Jan Blenkin, Carolynne Cunningham, Walsh and Jackson under their WingNut Films banner. The film will be released worldwide on December 14, 2005.

#### **About Universal Pictures**

Universal Pictures is a division of Universal Studios ([www.universalstudios.com](http://www.universalstudios.com)). Universal Studios is part of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% controlled by Vivendi Universal.

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

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 company has approximately 95 million credit cards issued. 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](http://www.jpmorganchase.com).