

## Priority Club Rewards And Chase Card Services Launch New Travel Card Designed By Frequent Travelers

### Online travel community provides valuable insights for new credit card; more opportunities to earn travel rewards for Priority Club® members

**WILMINGTON, Del.** - July 12, 2010 - Chase Card Services, a division of JPMorgan Chase & Co. [NYSE: JPM] and IHG (InterContinental Hotels Group) [LON: IHG, NYSE: IHG (ADRs)] the world's largest hotel company by number of rooms, today announced the launch of an all-new credit card product designed by frequent travelers, the Priority Club® Select Visa® Card.

The Priority Club Select Visa Card was specifically developed using direct feedback from consumers through a private online community comprised of members of IHG's loyalty program, Priority Club Rewards, who are also Priority Club Rewards Visa cardmembers. Partnering with Communispace as the facilitator, Chase and IHG created an online forum where they could have direct and ongoing conversations with customers in real time, providing continuous feedback and input throughout the entire product development process.

"We're constantly looking for ways to enhance member benefits of our hotel loyalty rewards program," said Lincoln Barrett, vice president, Guest Marketing and Alliances, IHG. "Leveraging conversations through our private online community, ultimately delivered a product that will get our members to their travel rewards even faster than ever before and we know they'll find significant value in that."

Priority Club members of the online community provided insights on benefits and services that would deliver the most value in a travel credit card program, which resulted in a product that now offers such benefits as a best-in-class annual free hotel night certificate and a 10 percent rewards rebate feature. Earning and redeeming rewards is now easier and more flexible than ever.

"Our goal was to create a card that delivers the strongest possible value to Priority Club members," said Tony Glover, senior vice president, Chase Card Services. "Customers are our best resource, so we listened to them. Their candid feedback helped solidify and prioritize features and benefits. The end result is the new Priority Club Select Visa Card - by delivering exceptional value, our intent is for this new card to be first-in-wallet for our customers."

As part of the launch of the Priority Club Select Visa, Chase is offering 30,000 bonus points - enough for up to two free nights at many IHG hotels - after the first purchase is made using the card and no annual fee the first year, a \$49 value.

#### Key features of the Priority Club Select Visa Card include:

- **Annual free night certificate:** Each account anniversary, cardmembers automatically receive a free hotel night certificate good at more than 4,400 IHG hotels worldwide including InterContinental® Hotels & Resorts, Crowne Plaza® Hotels & Resorts, Hotel Indigo®, Holiday Inn® Hotels & Resorts, Holiday Inn Club Vacations®, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites®. The certificate is good at all IHG brands and is valid for 12 months.
- **Get points back when you use them:** Ongoing automatic 10 percent point rebate on all point redemptions exclusively for cardmembers. This allows cardmembers to earn additional points back when they redeem points for hotel Rewards Nights or non-hotel point redemptions, such as gift cards or merchandise.
- **Gold Elite Status for the life of the card:** Access to late check-out at certain properties, Priority Check-In™ benefits, a 10 percent bonus on base points and an exclusive toll-free customer service number.
- **Earn more with everyday purchases:** Two points are earned for every \$1 spent on eligible gas, grocery and dining purchases. Five points are awarded for every \$1 spent at any one of IHG's hotel properties, while one point is earned for every \$1 spent on all other purchases.
- **Zero foreign transaction fees:** No foreign transaction fees when making international purchases with this card.

For more information or to apply for the card, visit [www.priorityclub.com/selectvisa](http://www.priorityclub.com/selectvisa).

**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).

### **About Priority Club Rewards**

With 48 million members globally, IHG's Priority Club Rewards is the first, largest and fastest-growing guest loyalty program in the hotel industry. Named Best Hotel Rewards Program in the World five years running by *Global Traveler magazine* and Best Hotel Loyalty Program for three consecutive years by *Business Traveler magazine*, Priority Club Rewards offers more sought-after benefits and the greatest ease of use of any hotel loyalty program. In addition to flexible features like No Points Expiration, No Blackout Dates, Points & Cash, Flights Anywhere™ and Hotels Anywhere™, Priority Club Rewards members have more options for point redemption than any other hotel loyalty program. Members can redeem points not only for hotel nights, but also for airline miles on more than 40 partner airlines, for auto rentals, for gift certificates and for hundreds of products available in the Rewards Catalog. And Priority Club Rewards is the only hotel loyalty program to offer members a Personal Shopper program that allows members to exchange points for items not found in the Rewards Catalog. Enrollment in Priority Club Rewards is free. Guests can enroll by logging onto [priorityclub.com](http://priorityclub.com), by calling 1-888-211-9874 or by inquiring at the front desk of any of IHG's more than 4,400 hotels worldwide.

### **About IHG**

InterContinental Hotels Group (IHG) [LON:IHG, NYSE:IHG (ADRs)] is the world's largest hotel group by number of rooms. IHG franchises, leases, manages or owns, through various subsidiaries, over 4,400 hotels and more than 650,000 guest rooms in 100 countries and territories around the world. The Group owns a portfolio of well recognized and respected hotel brands including InterContinental® Hotels & Resorts, Hotel Indigo®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites® and also manages the world's largest hotel loyalty program, Priority Club® Rewards with 48 million members worldwide. IHG has 1,300 hotels in its development pipeline, which will create 160,000 jobs worldwide over the next few years. InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain and registered in England and Wales. IHG offers information and online reservations for all its hotel brands at [www.ihg.com](http://www.ihg.com) and information for the Priority Club Rewards program at [www.priorityclub.com](http://www.priorityclub.com). For the latest news from IHG, visit our online Press Office at [www.ihg.com/media](http://www.ihg.com/media)