



Long-time Chicago Institutions Team Up As Bank One Becomes Lead Sponsor of Chicago Bears

CHICAGO, June 23, 2003 - Expanding a relationship that began in 1934, Bank One will be the presenting partner of the Chicago Bears, beginning this year, the two long-time Chicago institutions announced today. The deal marks the first presenting partner agreement in NFL history.

The 12-year, multimillion-dollar sponsorship commits Chicago's oldest bank to working closely with the Bears at Soldier Field, in publications, on certain non-game broadcasts, at events and in year-round community outreach. Bank One also will have unique promotion abilities within Soldier Field.

"We share Chicago's passion for sports and the Chicago Bears," said Bank One Chairman Jamie Dimon. "We've been Chicago's bank for 140 years and the Bears' bank for nearly half that time."

"The Bears are proud to team with Bank One, bringing a new level of corporate partnership to the City of Chicago and the NFL," Bears President and CEO Ted Phillips said. "Like many other residents across Chicagoland, the Bears have relied on Bank One's services for decades and this groundbreaking agreement is a fantastic addition to our long-standing relationship. The Bears and Bank One are a part of the fabric of Chicago, both recognized for excellence. As the presenting partner of Chicago Bears Football, Bank One will bring its customers and our fans new opportunities and enhanced services."

The Chicago Bears began the banking relationship in 1934 when Bears founder George Halas opened an account at the bank. In the early years, the bank advanced the Bears money for player paychecks, with the Bears repaying the loan from that Sunday's gate receipts. Over the years, the relationship deepened as finances became more complex.

In 2001, Bank One assisted the Bears in structuring the financing for the renovation of Soldier Field. The bank also provided a portion of the team's financing for the project. Today, Bank One continues to be the lead credit and treasury management bank for the Chicago Bears, including providing the team's lockbox services for season ticket sales. The bank also provides a range of other financial services for the Bears organization.

Bears fans will see evidence of Bank One's collaboration with the team through signage and support at games and other team events. Such items may include, among other things:

- Bank One sponsorship of Bears community outreach efforts, such as Playbooks for Schoolbooks, Tackle Hunger and the Bears' Coat Drive;

- The Bank One brand presence at future Bears Fan Convention, Training Camp and Draft Day events;
- Bank One signage inside Soldier Field; and
- Bank One advertising during certain non-game Bears' television and radio broadcasts.

About Bank One

Bank One is the largest retail and business bank in Chicago, serving customers through more than 200 branches and 1,000 ATMs. During the past decade, Bank One has committed more than \$65 million to non-profit organizations serving the people of Chicago.

The company's market capitalization of \$40 billion ranks Bank One as the third-largest, publicly held company in Chicago, and its 14,000 Chicago-based employees rank it among the top five corporate employers headquartered in the Chicago area. Bank One can be found on the Internet at <http://www.bankone.com/>.

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