

## **One Hot Partnership**

### **Bank One Named Official Bank of WNBA's Indiana Fever**

INDIANAPOLIS (June 9, 2000) – Bank One has been named the official bank for one of the Women's National Basketball Association's newest franchises – the Indiana Fever.

Sponsorship of the Fever adds to a growing stable of professional sports franchises that carry the Bank One logo as an official sponsor. Bank One's sponsorship of the Fever is an extension of the bank's partnership with the National Basketball Association's Indiana Pacers.

"Our successful association with the Indiana Pacers made it an easy decision to align ourselves with the Fever," said Nancy Lawler, director of sports marketing for Bank One. "This is one more opportunity for Bank One to be associated with two things that go hand-in-hand – basketball and Indiana.

"The WNBA is such a fan- and family-friendly league that it's definitely a place where we want to have a strong presence. The Fever is the only professional women's team in Indianapolis, and this is a terrific opportunity to support women's athletics."

The Indiana Fever began preseason play at Conseco Fieldhouse in Indianapolis on May 14. The regular season began June 1 and runs through Aug. 9.

The association with the Fever adds to its commitment to Indianapolis and gives Bank One a significant presence during home games at Conseco Fieldhouse, including signage and public address announcements at each game, on-court and in-arena promotions during the games, print ads in team publications, merchandising opportunities and tickets.

Additionally, Bank One will receive airtime during team-related broadcasts, which include radio partner WIVC 1070 AM and television partners WB4 and Fox Sports Net.

Along with the Pacers and the Fever, Bank One also sponsors baseball's Arizona Diamondbacks, who play in Bank One Ballpark in Phoenix, and the Colorado Rockies; football's Dallas Cowboys; and the National Hockey League's expansion franchise, the Columbus Blue Jackets.

"Bank One is quite proud of its association with professional sports teams. It raises the awareness of Bank One in the market and shows our support for the community," Lawler said. "We were the official bank of the Columbus Quest of the Women's Basketball League, and we're excited to once again be involved in women's athletics.

"One of the unique features of the WNBA is the fans' accessibility to the players. After each game, two players will sign autographs for the fans. We're happy to say that we will have some sponsorship involvement in that activity." Bank One's Indiana headquarters is in Indianapolis, where the bank is an active member of the community. Other Indianapolis sponsorships include the Indy 500 Festival's Bank One Rookie Run and Kids' Day. The Rookie Run is a non-competitive run for kids 13 and under. The Kids' Day activities take place at Monument Circle and are attended by about 400,000 participants.

Bank One also sponsors a float in the Indy 500 Festival Parade and is host to the Bank One Jazz & Roots Fair at the Indy Jazz Fest, June 14-18.

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