

United Airlines, Bank One, And Visa Strengthen Marketing Alliance With Million Mile Giveaway

Weekly United Mileage Plus Visa Card Million Mile Giveaway to kick off at Chicago Bulls game November 29 and continue through January 2002

(November 29, 2001 - Chicago) - As part of an ongoing commitment to enhancing rewards programs for all Cardmembers, United Airlines, Visa® and First USA, Bank One's credit card company, are giving away one million United Mileage Plus miles every week this holiday season. The "mile-ionaire" program highlights the new long-term, marketing alliance designed to provide consumers with industry-leading payments, products and exclusive services and benefits.

To kick off the promotion, United Airlines, Visa and First USA will sponsor United Mileage Plus Visa Card Night at the Chicago Bulls game Thursday, November 29, at the United Center. Eight lucky fans will be randomly selected to take center court at halftime and compete in a basketball rendition of musical chairs for a chance to win one million United Mileage Plus miles.

The Million Mile Giveaway will take place weekly from December 1, 2001, through January 31, 2002. Each time Cardmembers use their United Mileage Plus Visa card at more than 22 million merchants worldwide, they will automatically be entered to win one million United Mileage Plus miles. Nine additional winners will become "mile-ionaires," compliments of United Airlines, Visa and First USA.

"This holiday season in particular, consumers are looking for exceptional value," said Joe Venuti, senior vice president of partnership at First USA. "The United Mileage Plus Visa card offers frequent flyer miles for every dollar spent, and we wanted to take it a step further to truly give Cardmembers an added incentive this year - the chance to win one million United Mileage Plus miles every week for two months."

Launched in June 1987, the United Mileage Plus Visa card offers Cardmembers all of the benefits of a premier credit card - including global acceptance, emergency travel services, hospitality partnerships and substantial credit limits - along with frequent flyer miles.

Beginning December 3, 2001, United Airlines, Visa and First USA will make it even easier for frequent travelers to reap enhanced credit card benefits and services at no extra charge when they introduce the new Mileage Plus Visa Signature card. Cardmembers will enjoy free 24-hour concierge service, no pre-set spending limits, as well as additional rewards.

"Our goal is to provide our customers with the best mileage rewards and benefits program available," said Robert Sahadevan, president of Mileage Plus Marketing for United Airlines. "The United Mileage Plus Million Mile Giveaway promotion is one example of our efforts to reward our Mileage Plus Cardmembers and support retail spending this holiday season."

Visa USA's Doug Hambry, senior vice president of sales, agrees. "This promotion is a great example of how the partnership between United, Visa and Bank One can increase the number of individuals who use their card to earn free travel, and drive business for all three companies. The United Mileage Plus Million Mile Giveaway is a major opportunity to expand relationships with current Cardmembers and establish relationships with millions of new customers."

In addition, the corporate trio is sponsoring advertisements in the Chicago market as well as nationally, with radio, television, outdoor and print to support and promote the campaign. The ads feature lifestyle purchase situations in which people earn miles for every day spending, with the tag line "More Miles. Every Day."

About United Airlines

United Airlines offers nearly 1,650 flights a day on a route network that spans the globe. News releases and other information about United Airlines can be found at the company's website, www.united.com.

About First USA

First USA, a subsidiary of BANK ONE CORPORATION(NYSE "ONE"), is the largest issuer of Visa credit cards in the world, offering credit cards for consumers and businesses under the First USA and Bank One names and on behalf of its 1,900 marketing partners. These partners include some of the leading corporations, universities and affinity organizations in the United States. Bank One is the nation's sixth-largest bank holding company. More information can be found at www.firstusa.com.

About Visa U.S.A.

Visa is the world's leading payment brand and largest consumer payment system, enabling banks to provide their consumer and merchant customers with a wide variety of payment alternatives. More than 14,000 U.S. financial institutions rely on Visa's processing system, VisaNet, to facilitate over \$835 billion in annual transaction volume - including roughly half of all Internet payments - with virtually 100 percent reliability. U.S. consumers carry 353 million Visa-branded cards, accepted at 22 million locations worldwide. Visa's people, partnerships, brand, technology and security standards are helping to create universal commerce - the ability to safely conduct transactions anytime, anywhere, anyway. Please visit www.visa.com for additional information.

About Mileage Plus

Mileage Plus, with more than 40 million enrolled members, has been named the best frequent flyer program by Business Traveler International magazine in 1996, 1997, 1998, 1999, 2000 and 2001. In addition to earning miles through flights on United, Mileage Plus members can earn miles with over 100 partners, including through credit cards, long distance telephone calls, grocery purchase, online stock trading, dining at partner restaurants and shopping at partner stores, as just a few examples. Program guidelines are available to customers on United's web site, www.united.com.