

Orvis, Chase Help Cardmembers Reel In Savings with New Rewards Card

Cardmembers Receive Free Regular Shipping on All Orvis Purchases

WILMINGTON, Del. – Feb. 20, 2007 – The Orvis Company and Chase Card Services, a division of JPMorgan Chase [NYSE: JPM], announced today the launch of the new Orvis Rewards Visa® Card. Cardmembers enjoy free regular shipping on all Orvis Rewards Visa® card purchases – a benefit rarely offered in the marketplace.

In addition to free regular shipping, Orvis Rewards Visa® cardmembers earn five points per dollar spent on all purchases at Orvis and one point per dollar for all other card purchases. Once cardmembers have accumulated 2,500 points, they automatically receive \$25 in virtual Orvis Rewards, which can be used towards their next Orvis purchase. Cardmembers will now be able to bank all of their rewards and use them when needed, eliminating the need to manually track their physical reward certificates. For the first time, rewards also can now be redeemed online, as well as at any Orvis company owned retail location or through the catalog center.

"We are always looking for new ways to improve service to our customers, which is why we worked with Chase to enhance our rewards card," said Melissa Lemieux, manager of relationships and product marketing, The Orvis Company. "We value our loyal customers and are pleased to be able to offer them the maximum savings benefits when they chose to shop with us."

Credit Cards for the Sporting Lifestyle

Cardmembers will also have their choice of two unique card designs, including the Orvis Traditions card which features four Orvis lifestyle images and the Vintage Logo design which depicts a 19th century Orvis logo.

"Chase is thrilled to extend great savings and rewards to all Orvis enthusiasts with the new Orvis Rewards Visa® Card," said Donna Barrett, executive vice president, Chase Card Services. "By using the new card, cardmembers earn rewards for shopping at their favorite store and receive the added benefit of free shipping on all Orvis purchases."

For more information about the Orvis Rewards Visa® Card, call 1-888-215-3049 or visit www.orvis.com/rewardsvisa.

About The Orvis Company

Founded in 1856, Orvis pioneered the mail order industry in the United States, operates a chain of retail stores in the U.S. and England including its Flagship store in Manchester, VT; and maintains a network of over 400 dealers worldwide. Orvis donates five percent of pre-tax profits each year to environmental programs.

About Chase

Chase is the U.S. consumer and commercial banking brand of JPMorgan Chase & Co. (NYSE: JPM). Chase has over 140 million credit cards issued and serves consumers and small businesses through more than 3,000 bank branches, 8,500 ATMs and 280 mortgage offices as well as through relationships with 15,600 auto dealerships and 2,500 schools and universities. It also serves more than 25,000 commercial banking clients, including corporations, municipalities, financial institutions and not-for-profit entities. More information about Chase is available at www.chase.com.