



Chase selected as brand name for consumer and commercial banking businesses after merger of JPMorgan Chase and Bank One

State-by-state conversions to begin in early 2005

New York and Chicago, June 8, 2004 - J.P. Morgan Chase & Co. (NYSE: JPM) and Bank One (NYSE: ONE) announced today that after the merger of the two companies the U.S. consumer and commercial banking businesses will operate under the Chase brand. These businesses include retail banking, credit card, home and auto finance, small business, middle market and mid-corporate banking.

Preparations for migration to the new brand have begun, with changes planned to begin to appear first in credit cards. The companies expect to begin changing bank branches on a state-by-state basis in early 2005.

"Extensive, fact-based research indicated that the Chase brand is stronger in all parts of our consumer and commercial banking businesses," said William B. Harrison, Chairman and Chief Executive Officer of JPMorgan Chase. "With its 125-year heritage, the Chase brand has clearly built tremendous brand equity, specifically in key attributes such as trustworthiness, financial expertise and leadership. Additionally, customers and prospects alike view the Chase brand as more extendable to a broader array of products and services, such as insurance, retirement products and investments."

Commenting on the selection of the Chase Brand, James Dimon, Chairman and CEO of Bank One said, "Although we have built strong momentum for the Bank One brand, particularly during the past two years, the research was very clear that we will be better served by moving to the Chase brand. Ultimately, brands are built on performance. We are committed to delivering the best products and service to our customers to continue to build upon the great Chase name."

When the merger was announced earlier this year, the companies said the Investment Banking and Asset & Wealth Management businesses - including Bank One's Investment Management and Private Client Services businesses - will operate under the JPMorgan brand. In select cases, such as mutual funds and insurance, the combined company may continue to market some products under brands held by Bank One prior to the merger. The holding company name will continue to be known as J.P. Morgan Chase & Co.

The Chase-branded retail and commercial banking businesses will be headquartered in Chicago; the card business will be headquartered in Delaware. The JPMorgan-branded businesses and the parent company, J.P. Morgan Chase & Co., will continue to be headquartered in New York.

The Chase brand will serve more than 11 million retail banking customers, 850,000

small businesses and 31,000 commercial businesses through 2,300 branches in 17 states. It also will have 87 million credit cards issued.

The merged J.P. Morgan Chase & Co. (www.jpmorganchase.com) will have assets of approximately \$1.1 trillion and operations in more than 50 countries. The firm will be a leader in investment banking, financial services for consumers and businesses, financial transaction processing, asset and wealth management, and private equity.