

## Bank One's Finance One Corporation Names New Head of ECommerce Division

COLUMBUS, OH - Keith S. Kendrick, a leading executive in eCommerce technology, today was named President of the newly created eCommerce Division of Finance One Corporation, a subsidiary of BANK ONE CORPORATION, the nation's fifth-largest bank holding company. The position reports to Donald A. Winkler, Chairman and CEO of Finance One Corporation, who made the announcement. Kendrick's appointment takes effect on February 1, 1999.

The creation of this position is a major move to accelerate the development of Internet distribution channels for the consumer finance businesses of Finance One, the second-largest, bank-owned finance company in the United States. The post includes responsibility for developing the new operational infrastructures and interfaces needed by Finance One's businesses to support electronic commerce.

"Keith is among a few executives in the country with an ideal mix of expertise in traditional banking and the emerging electronic world," said Winkler. "He will focus on bringing the opportunities of conducting business over the Internet to every Finance One unit, especially home equity loans, student loans, and auto loans and leases."

Kendrick, 41, is currently President of Message Media, Inc. (formerly First Virtual Holdings, Inc.) the leader in advanced messaging systems and services for Internet commerce. Prior to Message Media, he had 12 years of experience shepherding the development of eCommerce with two of the nation's largest credit card companies. He was Senior Vice President, Electronic Commerce at AT&T Universal Card Services, where he worked for five years, and earlier was with MasterCard for seven years, the last two years as Senior Vice President of Marketing.

At Message Media, he led the transition of the firm's payment systems to Internet eMail messaging services. This transition capitalized on the firm's patented technology that created a simple, secure way to buy and sell goods by eMail on the Internet. As a result, Message Media is now the leader in providing enabling technology to businesses for personalized, interactive eMail marketing.

While he was at AT&T Universal Card, Kendrick was instrumental in developing its smart card technology and eCommerce strategy. He also developed a strategy and implementation plan for a global, secure micro-payments system for electronic commerce using smart technology for the AT&T credit card.

At MasterCard as Senior Vice President, Marketing, Kendrick was responsible for brand advertising, product management and promotions. He relaunched the Gold MasterCard product, initiating the first network television gold card advertising, and introduced the "more value" brand positioning.

Kendrick earned his Bachelor of Arts degree in history at Vanderbilt University in Nashville in 1979 and a Master of Management degree from the J. L. Kellogg Graduate School of Management, Northwestern University, Chicago, in 1982. He is a 1979 recipient of the prestigious Corning World Travel Fellowship.

Based in Columbus, OH, Finance One is the nation's second-largest, bank-owned finance company with managed assets of more than \$40 billion. The group operates a number of consumer finance, mortgage, and indirect automotive financing businesses. It is the third-largest student lender and the sixth-largest lender furnishing auto financing through dealers (second-largest bank-owned).

Finance One is a subsidiary of BANK ONE CORPORATION, headquartered in Chicago, which is the nation's fifth-largest bank holding company with assets of more than \$235 billion. BANK ONE is a major corporate bank nationally and in selected international markets, the nation's largest credit card lender, the leading retail bank in eight states, the leading business bank in the Midwest and Arizona, and the third-largest bank mutual fund company.

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