

Chase Sapphire Offers Cardmembers Exclusive Packages for the 2012 Sundance Film Festival

Chase Sapphire's Four Experiential Rewards Packages Offer Cardmembers Access to Official Festival Venues, Film Screenings, Day One Events and Awards Ceremony Events

Wilmington, DE. October 11, 2011 -Chase Sapphire, the premier travel rewards card from Chase Card Services, a division of JP Morgan Chase & Co. [NYSE: JPM], announces the availability of 40 experiential rewards packages offering cardmembers access to the 2012 Sundance Film Festival. As a Presenting Sponsor for the second year in a row, Chase Sapphire is the only rewards credit card to offer such preferential rewards packages for cardmembers. Beginning October 11, Chase Sapphire cardmembers can purchase or redeem Ultimate Rewards points for these limited edition experiential rewards on www.chasesapphire.com/lookagain.

"Our cardmembers are passionate about unique travel and dining experiences, so we're thrilled to offer customized packages for the 2012 Sundance Film Festival," said Sean O'Reilly, general manager, Chase Card Services. "Each package includes tickets to at least one film screening and two film festival credentials, which provide access to Official Festival venues such as the Sundance House, Filmmaker Lodge and Sundance ASCAP Music Café. Plus, there will be a few other surprises for our film-loving cardmembers."

Chase is offering four different options with ten of each package available (40 total):

FIRST WEEKEND PACKAGES / purchase for \$3,500 or redeem 350,000 Ultimate Rewards points

- Five nights of accommodations for two at the luxurious Hotel Park City (1/19-1/24)
- Two tickets to a Day One screening with reserved seating and round-trip transportation to the venue
- Two tickets to the Day One post-screening party with round-trip transportation to the venue
- Two film festival credentials, providing access to Official Festival venues, including the Sundance House, Filmmaker Lodge, New Frontier, Sundance ASCAP Music Café
- Two tickets to four other film screenings during your stay
- Chase Sapphire Cardmember Dinner with round-trip transportation to the venue
- Access to a Chase Sapphire Film Festival Host throughout stay for assistance with film festival activities, restaurant reservations and any other on-site needs

SECOND WEEKEND PACKAGES / purchase for \$3,000 or redeem 300,000 Ultimate Rewards points

- Five nights of accommodations for two at the luxurious Hotel Park City (1/25-1/30)
- Two tickets to a Closing Night screening with reserved seating and round-trip transportation to the venue
- Two tickets to the Awards Ceremony and Awards Night party with round-trip transportation to the venue
- Two film festival credentials, providing access to Official Festival venues, including the Sundance House, Filmmaker Lodge, New Frontier, Sundance ASCAP Music Café
- Two tickets to four other film screenings during your stay
- Chase Sapphire Cardmember Dinner on one night with round-trip transportation to the venue
- Access to a Chase Sapphire Film Festival Host throughout stay for assistance with film festival activities, restaurant reservations and any other on-site needs

DAY ONE PACKAGES / redeem for 20,000 Ultimate Rewards points

- Two tickets to a Day One screening with reserved seating
- Two tickets to the Day One post-screening party
- Two Film Festival Credentials, providing access to Official Festival venues, including the Sundance House, Filmmaker Lodge, New Frontier, Sundance ASCAP Music Café

CLOSING PACKAGES / redeem for 20,000 Ultimate Rewards points only

- Two tickets to a Closing Night screening with reserved seating
- Two tickets to the Awards Ceremony and Awards Night party
- Two Film Festival Credentials, providing access to Official Festival venues, including the Sundance House, Filmmaker

Lodge, New Frontier, Sundance ASCAP Music Café

"Not only will cardmembers receive exclusive access through these experiential rewards packages," said Jennifer McGarry, marketing director, Chase Card Services. "They will have a truly unique insider experience at premier parties, interaction with local chef's through uniquely themed dining events, and exclusive venues that immerse them in the filming experience."

About Chase Sapphire

Since its launch in 2009, Chase Sapphire has been a rewards credit card offering premium travel rewards and benefits, a range of redemption choices and exceptional customer service. Chase Sapphire cardmembers have enjoyed redeeming their rewards for hundreds of thousands of trips and a variety of unforgettable experiences, including attending premiere parties with celebrities and hearing recipe tips from celebrity chefs. Even today, cardmembers can redeem Ultimate Rewards points for Chase Sapphire's Golf Experience Program to play with pro golfers on some of America's most picturesque courses. More information about Chase Sapphire's experiences for cardmembers is available at www.ChaseSapphire.com

About Chase

Chase is the U.S. consumer and commercial banking business of JPMorgan Chase & Co. (NYSE: JPM), a leading global financial services firm with assets of \$2.2 trillion and operations in more than 60 countries. Chase serves consumers and small businesses through 5,200 bank branches, 16,200 ATMs, mortgage offices, and online and mobile banking as well as through relationships with auto dealerships and schools and universities. Chase also has issued more than 90 million credit cards. More information about Chase is available at www.chase.com.

About the Sundance Film Festival

Supported by the non-profit Sundance Institute, the Festival has introduced global audiences to some of the most groundbreaking films of the past two decades, including *sex, lies, and videotape*, *Maria Full of Grace*, *The Cove*, *Hedwig and the Angry Inch*, *An Inconvenient Truth*, *Precious*, *Trouble the Water*, and *Napoleon Dynamite* and, through its New Frontier initiative, has brought the cinematic works of media artists including Pipilotti Rist, Doug Aitken, Pierre Huyghe, Jennifer Steinkamp, and Matthew Barney. www.sundance.org/festival

Sundance Institute

Sundance Institute is a global nonprofit organization founded by Robert Redford in 1981. Through its artistic development programs for directors, screenwriters, producers, composers and playwrights, the Institute seeks to discover and support independent film and theatre artists from the United States and around the world, and to introduce audiences to their new work. The Institute promotes independent storytelling to inform, inspire, and unite diverse populations around the globe. Internationally recognized for its annual Sundance Film Festival, Sundance Institute has nurtured such projects as *Born into Brothels*, *Trouble the Water*, *Son of Babylon*, *Amreeka*, *An Inconvenient Truth*, *Spring Awakening*, *I Am My Own Wife*, *Light in the Piazza* and *Angels in America*. Join [Sundance Institute](http://SundanceInstitute) on [Facebook](#), [Twitter](#) and [YouTube](#).

For further information contact:

Erin Smolenski, Chase Card Services
302-282-8460, Erin.Smolenski@chase.com