

Chase Card Services Launches the Continental Airlines OnePass Plus Card and Improvements to the Presidential Plus Card

Chase adds new and exclusive travel, reward and protection benefits including the Luxury Hotel & Resort Collection to its suite of Continental Airlines Credit Cards

WILMINGTON, Del. - June 3, 2010 - Today Chase Card Services, a division of JPMorgan Chase & Co. [NYSE: JPM], and Continental Airlines [NYSE: CAL] announced the launch of the new Continental Airlines OnePass Plus Card along with improvements to the existing Continental Airlines Presidential Plus Card. These new and improved products offer cardmembers a suite of unique travel benefits, premium customer service and more ways to earn and redeem Continental OnePass miles.

"Today more than ever before, our cardmembers are looking for ways to enhance their overall travel experience and to get more out of their credit card membership," said David Gold, senior vice president, Chase Card Services. "We've redesigned these two products to deliver just that. Our cards are clearly differentiated and the value they offer the Continental traveler is unmatched in the marketplace."

Mark Bergsrud, senior vice president marketing, Continental Airlines, adds, "We are constantly working with Chase to make Continental Airlines credit cards more relevant and valuable for our customers. These improvements build on the existing features that cardmembers already enjoy by providing more access to unique benefits, more ways to earn OnePass miles and now many more ways to redeem them."

Introducing the OnePass Plus Card

The new OnePass Plus Card bundles the robust set of travel, service, protection and reward benefits offered on the former Continental Airlines World MasterCard with several new and relevant benefits for cardmembers to enjoy.

Improving the Presidential Plus Card

Initially launched in 2006, the Presidential Plus Card is offered on a selective basis to frequent business and leisure travelers and to Continental's most loyal customers. Chase and Continental understand that the needs and demands of this segment continue to evolve and have responded with improved benefits and privileges that Presidential Plus Card membership delivers.

New Benefits and Improvements Available on Both Cards

In addition to existing cardmember benefits such as checked-bag fee waivers, access to Continental Airlines Presidents Club, two miles for every \$1 spent on Continental tickets purchased with the card and 24/7 customer service and concierge - new features available on both the OnePass Plus Card and Presidential Plus Card include:

- **New Luxury Hotel and Resort Collection:** The Presidential Plus and OnePass Plus cards are the first to have a unique new travel offering from Chase - the Luxury Hotel and Resorts Collection, which offers special treatment and valuable amenities at more than 650 of the world's finest hotels. Guest privileges include daily complimentary breakfast for two, early check-in and late check-out, complimentary room upgrades and a special amenity such as a spa treatment, green fees or welcome gift.
- **More Ways to Redeem Miles:** Both products now offer cardmembers exclusive opportunities to redeem their OnePass miles at more than 60,000 hotels and for car rentals in addition to flights on Continental and the other 26 Star AllianceTM network partners. Cardmembers can now also redeem their miles for non-travel rewards, including one-of-a-kind experiences and event tickets and brand name merchandise. Examples of unique experiences available for cardmembers in 2010 include: an evening with a celebrity chef and television personality in New York; a private concert for cardmembers; a mystery destination weekend with Continental Airlines, and an exclusive opportunity to experience an aircraft delivery in Seattle.
- **Elite Upgrades on Domestic Reward Tickets:**
- Beginning in 2011, OnePass Plus cardmembers who are Elite members and are traveling on a OnePass reward ticket will be eligible for unlimited complimentary First Class upgrades on flights operated by Continental.
- **Improved Travel and Purchase Protection Services:** Both products now feature a suite of travel and purchase protection benefits with higher coverage levels and new benefits such as Return Protection. Collision Damage Waiver coverage, a standard benefit on many credit cards, is now offered on a primary rather than secondary basis, and the roadside assistance benefit has been enriched and now provides coverage of up to \$50 four times a year.

Features Exclusive to Each Card

Chase and Continental understand that everyone has different travel needs, which is why certain benefits were created to meet the distinct needs of the Presidential Plus and OnePass Plus cardmember, including:

Presidential Plus Card - New Benefits

- Faster Path to Elite Status: Since its launch in 2006, a hallmark of the Presidential Plus card was the ability to earn, maintain or elevate Elite status with Flexible Elite Qualifying (EQM) miles that are earned for purchases made with the card. And now, these miles can be earned more quickly and many restrictions have been eliminated. Previously, cardmembers earned 2,000 Flex EQMs for each \$15,000 in spending with a yearly cap and reset. The cap and reset have been eliminated and the earn rate increased to 1,000 Flex EQMs per \$5,000 in purchases.
- Blue Carpet Treatment: Chase and Continental have created an exclusive experience called the "Blue Carpet Treatment" for Presidential Plus members. While this experience is linked to rewards, service, and protection, it also comes to life in the airport. Examples of the Blue Carpet Treatment members receive at the airport include: priority check-in, boarding and express security screening where available and priority baggage handling.
- Additional Protection Benefits: Emergency evacuation, trip delay and event ticket protection coverage are a few examples of additional protection benefits available to cardmembers.

Additional Benefits:

- Presidents Club Membership: The days of waiting in crowded airport terminals are over for Presidential Plus cardmembers who automatically receive membership to Continental's Presidents Clubs (a \$450 value) and access to more than 100 affiliated lounges, including US Airways Clubs® and United Red Carpet Clubs®, around the world.

OnePass Plus Card - New Benefits

- OnePass Plus Miles Bonus: Each year, OnePass Plus cardmembers will now be eligible to receive a one-time 10,000 mile bonus when they reach \$25,000 in spend on their card.

Additional Benefits:

- Lounge Access: OnePass Plus cardmembers are also invited to experience Presidents Club lounges using the two complimentary day passes they receive annually, just by being a cardmember.

In addition to these unique benefits, cardmembers have access to enjoy hassle-free travel - before, during and after a trip. A few examples of the perks of traveling with a OnePass Plus or Presidential Plus Card include:

- Checked-bag Fee Waivers on Continental Flights Booked Using the Continental Airlines Card: The first bag is free on Continental flights booked with the OnePass Plus card, offering a savings of up to \$50 round trip per person checking bags. Presidential Plus cardmembers can check up to two bags for free on flights booked with the card, and can also extend this benefit to a companion booked on the same reservation.
- Customer Service: Chase and Continental Airlines are truly focused on giving cardmembers an unparalleled experience - whether at home, at the airport, in the air or on the road. Chase's team of U.S.-based customer service specialists is available 24/7 to assist cardmembers with any variety of needs - from account management to concierge services.
- Added Layer of Protection: Both cards offer a suite of purchase, fraud and identity theft protection, including extended warranties; price protection; purchase protection; identity theft protection up to \$1,000 for eligible expenses; zero liability for fraudulent purchases; 24-hour fraud alerts; emergency card replacement and emergency cash services.

For more information about the Continental OnePass Plus and Presidential Plus cards from Chase, or to apply for a new card, please visit www.MyContinentalCards.com or call 888-359-7758.

About JPMorgan Chase & Co.

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$2.1 trillion and operations in more than 60 countries. The firm is a leader in investment banking, financial services for consumers, small business and commercial banking, financial transaction processing, asset management and private equity. A component of the Dow Jones Industrial Average, JPMorgan Chase & Co. serves millions of consumers in the United States and many of the world's most prominent corporate, institutional and government clients under its J.P. Morgan and Chase brands. Information about JPMorgan Chase & Co. is available at www.jpmorganchase.com.

About Continental Airlines

Continental Airlines is the world's fifth largest airline. Continental, together with Continental Express and Continental Connection, has more than 3,100 daily departures throughout the Americas, Europe and Asia, serving 145 domestic and 138 international destinations. More than 550 additional points are served via Star alliance airlines.

With more than 45,000 employees, Continental has hubs serving New York, Houston, Cleveland and Guam, and together with Continental Express, carries approximately 69 million passengers per year. Continental consistently earns awards and critical acclaim for both its operation and its corporate culture.