

Chase Strengthens Partnership with United's Mileageplus® to offer Ultimate Rewards Cardmembers Expanded Travel Flexibility

Chase Ultimate Rewards(SM) Program Gets Bigger and Better with New Point Transfer Partner for All Chase Sapphire Preferred(SM), Ink Plus(SM) and Ink Bold(SM) Cardmembers

WILMINGTON, Del. - Oct. 20, 2011 - Today, [Chase Card Services](#), a division of JPMorgan Chase & Co. [NYSE: JPM], announced the addition of MileagePlus Holdings LLC, a wholly owned subsidiary of United Continental Holdings, Inc. [NYSE: UAL], as its newest [Ultimate RewardsSM](#) point transfer partner. This addition makes Ultimate Rewards a great program for consumers who want the flexibility to transfer points for travel on a wide variety of routes to a multitude of destinations.

Under this new partnership, [Chase Sapphire PreferredSM](#), Ink PlusSM and [Ink BoldSM](#) cardmembers will now be able to instantly transfer Ultimate Rewards points to MileagePlus accounts at full value - meaning one Ultimate Rewards point is equal to one MileagePlus award mile.

There are no restrictions or limits to the number of points cardmembers can transfer to MileagePlus - an unparalleled offer no other credit card rewards program currently provides. Once transferred, points can be redeemed for award travel on United Airlines or any members of the Star Alliance™ network.

"We are thrilled to offer our customers the exclusive opportunity to transfer Ultimate Rewards points for equal award miles with MileagePlus, the world's leading frequent flyer program," said Sean O'Reilly, general manager, Chase Card Services. "The addition of MileagePlus to Ultimate Rewards enables our cardmembers to simply transfer points and have more travel options than ever before."

"As the world's leading travel loyalty program, MileagePlus continues to expand the ways our members can earn and use miles. By strengthening our relationship with Chase and the Ultimate Rewards program, we are creating a new way for MileagePlus and Chase Ultimate Rewards customers to use miles for award travel," said Tom O'Toole, senior vice president and chief operating officer, MileagePlus Holdings LLC.

Ultimate Rewards, Chase's proprietary, world-class rewards program, offers virtually limitless opportunities to earn and redeem rewards without earnings caps, airfare blackout dates or points expiration. Customers may access Ultimate Rewards via <http://www.ultimaterewards.com>, a single, comprehensive website that provides maximum simplicity, flexibility and ease of navigation.

Cardmembers can also transfer Ultimate Rewards points to Chase's existing travel partners, including Amtrak®, British Airways (oneworld® alliance member), Continental Airlines (Star Alliance member), IHG, Hyatt Hotels and Resorts®, Korean Air (SkyTeam alliance member) and Marriott®. Ultimate Rewards customers are able to use points for a variety of redemptions including airfare, hotels and merchandise. For more information on Ultimate Rewards, visit <http://www.ultimaterewards.com>.

Chase Sapphire Preferred offers two points per dollar spent on travel and dining purchases, no foreign transaction fees and, now, the best options when it comes to points transfer. For more information on Chase Sapphire Preferred, visit <http://www.chasesapphire.com>.

Ink Bold and Ink Plus were designed specifically for business owners, providing spending power, robust reward opportunities and now the best in points transfer options. For more information on the Ink from Chase suite of business cards, visit <http://www.inkfromchase.com>.

About United Continental Holdings, Inc.

United Continental Holdings, Inc. (NYSE: UAL) is the holding company for both United Airlines and Continental Airlines. Together with United Express, Continental Express and Continental Connection, these airlines operate an average of 5,765 flights a day to 377 airports on six continents from their hubs in Chicago, Cleveland, Denver, Guam, Houston, Los Angeles, New York/Newark Liberty, San Francisco, Tokyo and Washington, D.C. United and Continental are members of Star Alliance, which offers more than 21,200 daily flights to 1,185 airports in 185 countries. United and Continental's more than 80,000 employees reside in every U.S. state and in many countries around the world. For more information about United Continental Holdings, Inc., go to UnitedContinentalHoldings.com. For more information about the airlines, see united.com and continental.com or follow on [Twitter](#) and [Facebook](#).

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 The Sundance Film Festival, premiere parties with celebrities, skiing with Olympic Gold medalists, golfing with PGA champions and hearing recipe tips from celebrity chefs. More information about Chase Sapphire's experiences for cardmembers is available at www.ChaseSapphire.com

About Ink from Chase

Ink from Chase is a portfolio of business cards offering robust, flexible payment solutions and resources to meet the unique needs of small business owners, from spending habits to cash flow needs to rewards. This business card portfolio, which features Chase's pay-in-full charge card (a first from issuers of Visa® or MasterCard®), includes the Ink Bold, Ink Classic and Ink Cash cards.

All Ink cards are accepted worldwide at twice as many locations as American Express, giving small business owners a broader range of purchasing options and more opportunities to earn rewards - up to 25 percent more than American Express. Ink cards are supported by Chase's 5,200 bank branches and their trusted staffs, and are designed to meet the individual needs of small business owners.

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 \$2.3 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.