



## **AARP, Bank One Renew Long-Term Agreement, Launch Rewards Visa Card**

### **Cardmembers Earn Full One Percent On Card Purchases**

WILMINGTON, Del. - Oct. 22, 2003 - AARP and Bank One [NYSE: ONE] today announced the five-year renewal and expansion of their long-term relationship by launching the new AARP Rewards Platinum Visa\* card. More than 35 million AARP members have the opportunity to apply for the card, which provides a flexible and convenient means for earning rewards with everyday purchases.

AARP Rewards Platinum Visa cardmembers will earn a full one percent back on card purchases starting with the first dollar in purchases. Every time cardmembers accumulate 2,500 points, they may select their desired reward - \$25 cash back or a \$25 gift certificate to one of several merchants including gas stations, restaurants, major travel and entertainment providers and other leading retailers. This program is different than other cash-back rewards cards, which do not offer a full one percent back until a spending threshold is met.

"We are dedicated to providing best-in-class services to AARP members," said Bill Farris, AARP Services, Inc. Vice President. "Members told us they wanted something back from their credit cards, so in conjunction with Bank One, we came up with a robust rewards program that is straight forward, easy to use and offers choice to meet the varying needs of AARP membership."

"We are pleased that we are extending the relationship with Bank One as the provider of the AARP Credit Card Services Program," commented Christine Donohoo, Associate Executive Director of AARP. "We believe the ease and simplicity of the new AARP Rewards Platinum Visa card will provide the kind of benefits our members value. The significant enhancements to the features of this product, once again exhibit AARP's power to make it better." "AARP is an outstanding organization and we look forward to extending our 13-year relationship," said Tom Kerwin, executive vice president of relationship marketing for Bank One's card services division. "The AARP Rewards Platinum Visa card is one of the best cash-back rewards programs, providing a much better value proposition for consumers and leading the way for other cash-back rewards cards in the marketplace."

Cardmember benefits include:

- No annual fee
- Introductory APRs as low as zero percent for 12 months
- Exclusive members-only special discounts
- Zero liability for unauthorized purchases
- Flexibility to choose payment due date
- Exclusive members-only dedicated customer service

- No telemarketing

Consumers may apply for the AARP Rewards Platinum Visa card or obtain additional information by visiting [www.bankone.com/aarp](http://www.bankone.com/aarp) or calling toll-free 877-896-2751.

AARP is a nonprofit, nonpartisan membership organization dedicated to making life better for people 50 and over. We provide information and resources; engage in legislative, regulatory and legal advocacy; assist members in serving their communities; and offer a wide range of unique benefits, special products, and services for our members. These include AARP The Magazine, published bimonthly; AARP Bulletin, our monthly newspaper; Segunda Juventud, our quarterly newspaper in Spanish; NRTA Live & Learn, our quarterly newsletter for 50+ educators; and our Web site, [www.aarp.org](http://www.aarp.org). We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

AARP Services, Inc. (ASI) a wholly-owned subsidiary of AARP, manages a range of products and services offered as benefits to our 35 million members. These include Medicare supplemental insurance; automobile and homeowners insurance; member discounts on rental cars, cruises, vacation packages and lodging; life insurance; a credit card; pharmacy services; alternative health services; legal services; long-term care insurance, and technology products. ASI develops new products, manages existing products and services, creates sponsorship relationships, and manages our award-winning website, [www.aarp.org](http://www.aarp.org).

Bank One Corporation is the nation's sixth-largest bank holding company, with assets of nearly \$300 billion. Bank One currently has more than 52 million credit cards issued, making it the largest Visa card issuer in the world. Bank One offers a full range of financial services to large corporate and middle market commercial customers and retail consumers. This press release and additional information can be found on the Web at [www.bankone.com](http://www.bankone.com).

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