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Virgin Atlantic Welcomes Chase Ultimate RewardsSM

Chase Sapphire Preferred[®], Ink Plus[®] and Ink Bold[®] Cardholders Travel Worldwide in Comfort and Style with Newest Ultimate RewardsSM Point Transfer Partner

WILMINGTON, Del. - April 8, 2013 - [Chase Card Services](#), a division of JPMorgan Chase & Co., today announced the addition of Virgin Atlantic, Richard Branson's trans-Atlantic airline, as its newest [Ultimate RewardsSM](#) point transfer partner. A premier rewards program for cardholders that seek travel redemption alternatives that offer flexibility, ease and value, Ultimate Rewards' new partnership allows cardholders to redeem points for travel on Virgin Atlantic and experience its innovative service and style to London and destinations all over the world.

"We are thrilled that Virgin Atlantic's Flying Club has joined Ultimate Rewards," said Jennifer Roberts, president, Affluent & High Net Worth, Chase Card Services. "With Ultimate Rewards, our cardholders will now enjoy added flexibility that allows them to transfer and combine points with Virgin Atlantic miles. Virgin Atlantic Flying Club Miles can be used for flights, upgrades and even unique experiences in the UK to make a trip even more memorable."

Under this new partnership, [Chase Sapphire Preferred[®]](#), [Ink Plus[®]](#) and [Ink Bold[®]](#) cardholders will now be able to instantly transfer Ultimate Rewards points to Flying Club, Virgin Atlantic's travel rewards program. Points are transferred at full value - meaning one Ultimate Rewards point is equal to one Flying Club mile.

"We're looking forward to welcoming Chase customers onboard and know that they'll love to redeem points for travel with Virgin Atlantic. We like to give our customers an extraordinary experience - whether it's our complimentary food and drinks service, our award-winning inflight entertainment or our phenomenal cabin crew," said Alan Lias, Head of Loyalty & Ancillary Revenue Development, Virgin Atlantic Airways. "In addition, the partnership is coming at an exciting time, as we begin our first UK domestic flights, allowing our passengers to seamlessly travel from London Heathrow, onto Edinburgh, Manchester and Aberdeen."

Points can be transferred in increments of 1,000 and there are no limits to the number of points cardholders can transfer to Flying Club. Once transferred, points can be redeemed for travel and upgrades on Virgin Atlantic, or one of many travel partners, including Air China, Air New Zealand, Cyprus Airways, Gulf Air, Hawaiian Airlines, Jet Airways, Malaysia Airlines, SAS, Singapore Airlines, South African Airlines, Virgin America and Virgin Australia.

In addition to the point transfer benefit to Virgin Atlantic and other travel partners, eligible customers can use 20 percent fewer points when they redeem for travel through Chase Ultimate Rewards. For example, a \$500 airline ticket requires just 40,000 points.

For more information on Ultimate Rewards, visit <http://www.ultimaterewards.com>.

For more information on Virgin Atlantic or to book a flight, visit www.virginatlantic.com.

About Virgin Atlantic Airways

Virgin Atlantic Airways, one of the world's leading long-haul airlines, was founded in 1984, and currently has 38 aircraft in its fleet. Virgin Atlantic offers service from ten US cities as well as Vancouver to London, and onto a range of long-haul destinations worldwide. From its main base at London's Heathrow and Gatwick airports, Virgin Atlantic services destinations as far apart as Las Vegas, Tokyo, Mumbai, Boston and Shanghai. Even with Virgin Atlantic's continued growth, service remains customer driven with an emphasis on value for money, quality, fun and innovation, ensuring flying Virgin Atlantic is anything but ordinary. Pioneering many air travel innovations, Virgin Atlantic recently received a number of travel trade awards including, for the fourth consecutive year, Travel Weekly's "Best International Airline," Global Traveler's "Best Airline for Premium Economy Class," Business Traveler's "Best Premium Economy Class in the World," "Airline with the Best Business Class Service in the World" for 2012 by Premier Traveler and, for the first time, CNN's "Best Airport Clubs/Lounges" for the Clubhouse at New York's JFK. For additional information, visit www.virgin-atlantic.com

About Virgin Atlantic Flying Club

Flying Club is Virgin Atlantic's seriously rewarding travel rewards program. Every time you fly with us you'll earn miles to spend

on brilliant rewards like flights to our fabulous destinations, upgrades and much more. Fly in Premium Economy or Upper Class and our generous cabin bonuses mean you'll earn even more miles. That's just one of the reasons we think it's the most generous rewards program in the sky. With three tiers of membership, whether you're an occasional traveler or a frequent flyer, Flying Club offers some really great benefits. From Red, to Silver, to Gold - the more you fly with us, the more rewards you'll enjoy.

About Chase Sapphire Preferred

Chase Sapphire Preferred is a premier rewards credit card for people who are passionate about travel and dining. With Sapphire you enjoy premium travel rewards and benefits with no travel restrictions or blackout dates on airfare booked through Ultimate Rewards, two points for every dollar spent on dining at restaurants, 24/7 live customer service, access to unique experiences, such as the Chase Sapphire 2013 Golf Experience Program, and more. More information is available at www.ChaseSapphire.com.

About Ink Plus and Ink Bold from Chase

The Ink from Chase portfolio offers robust, flexible payment solutions and resources that meet the unique needs of small business owners. Solutions allow for the creation of customizable reports and the ability to receive itemized monthly statements and quarterly management reports, as well as free access to [Jot](#)SM. Jot is a free mobile application and online solution which saves small business owners time by enabling them to easily categorize and organize business expenses instantly from their [iPhone](#)[®] and [Android](#)[™] mobile devices or online.

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 \$2.4 trillion and operations in more than 60 countries. Chase serves more than 50 million consumers and small businesses through more than 5,500 bank branches, 17,500 ATMs, credit cards, mortgage offices, and online and mobile banking as well as through relationships with auto dealerships. More information about Chase is available at www.chase.com.