

January 7, 2014

JPMorgan Chase Names Kristin Lemkau Chief Marketing Officer

NEW YORK, January 7, 2014 – JPMorgan Chase announced today that Kristin Lemkau will become Chief Marketing Officer for JPMorgan Chase. She will continue to report to Gordon Smith, CEO of Consumer & Community Banking. She will continue with her current responsibilities as Chief Communications Officer for Chase.

In this role, Ms. Lemkau will oversee brand strategy and advertising, sponsorships, market research and event marketing across the firm. She will work closely with each of the businesses on their product strategies and marketing approaches, and work to build our core brands and our overall relationship with customers.

"Kristin has had leadership roles in both the J.P. Morgan and Chase businesses," said Mr. Smith. "She has a deep understanding of our brands and products, and strong relationships with the business CEOs and marketers across the firm. She's an outstanding choice to be our CMO."

Ms. Lemkau has been with JPMorgan Chase and its predecessor firms since 1998. Since 2010, she has been Chief Communications Officer for Chase and last year, added responsibility for Corporate Brand and Employer Brand firmwide. She served as Chief Marketing Officer and Head of Communications for the Investment Bank from 2005 – 2010, and previously held senior roles in Media Relations and Internal Communications for J.P. Morgan. Ms. Lemkau graduated from Vanderbilt University. She is on the Board of the non-profit organization, the Sandy Hook Promise.

About JPMorgan Chase & Co.

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$2.5 trillion and operations worldwide. The firm is a leader in investment banking, financial services for consumers and small businesses, 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.