



FOR IMMEDIATE RELEASE

**CHASE ANNOUNCES EXCLUSIVE PARTNERSHIP WITH KOHL'S
DEPARTMENT STORES**

Comprehensive Rewards Program Features Purchasing Benefits and Bonus Opportunities for Chase Cardmembers

WILMINGTON, Del. – April 12, 2011 -- [Chase Card Services](#), a division of JPMorgan Chase & Co. (NYSE: JPM), and [Kohl's](#) Department Stores (NYSE: KSS) today announced an exclusive marketing partnership in which Chase cardmembers with [Ultimate Rewards](#) will gain access to a wide range of increased rewards benefits for shopping at Kohl's.

Beginning in 2011, Kohl's and Chase will launch several new initiatives designed to reward Chase cardmembers for shopping at Kohl's, including enhanced gift card promotions and expanded bonus point programs for qualifying Kohl's purchases.

"We look forward to partnering with Chase to deliver new and exciting rewards to Kohl's customers and Chase cardmembers," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "Coupled with our world-class national, private and exclusive brands and industry-leading policies, this program is another way Kohl's differentiates itself in the marketplace and continues to provide shoppers with great value."

Rob Rosenblatt, general manager, loyalty, Chase Card Services, said "Chase's priorities are to maintain high customer satisfaction and to provide outstanding value for the consumer. By partnering with Kohl's, we can offer our customers access to a wide selection of merchandise that's appealing to every member of the family."

All cardmembers enrolled in Chase's Ultimate Rewards are eligible to receive the benefits of this new multi-year agreement. To enroll in Ultimate Rewards or for more information, please visit www.chase.com/creditcard or www.ultimaterewards.com.

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 \$2.1 trillion and operations in more than 60 countries. Chase serves consumers and small businesses through 5,200 bank branches, 16,000 ATMs, mortgage offices, and online and mobile banking as well as through relationships with auto dealerships and schools and universities. Chase also has 90 million credit cards issued. More information about Chase is available at www.chase.com.

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About Kohl's Department Stores

Based in Menomonee Falls, Wis., Kohl's (NYSE: KSS) is a family-focused, value-oriented specialty department store offering moderately priced, exclusive and national brand apparel, shoes, accessories, beauty and home products in an exciting shopping environment. With a commitment to environmental leadership, Kohl's operates 1,097 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$180 million for children's initiatives nationwide through its Kohl's Cares® cause merchandise program, which operates under Kohl's Cares, LLC, a wholly-owned subsidiary of Kohl's Department Stores, Inc. For a list of store locations and information, or for the added convenience of shopping online, visit www.Kohls.com.

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