

Commercial Banking & Workplace Financial Services Partnership

Striving for the Gold to Bring Valuable Benefits to Commercial Banking Customers and Their Employees

We are excited to announce that Commercial Banking has teamed up with Workplace Financial Services (WFS) to rollout a highly targeted prospect referral program aimed at introducing the WFS Premium offering in the Northeast markets. Good things happen when we come together to make great things even better for our customers!

The goal of the program is to increase referrals and sales opportunities for both Commercial Banking and WFS. The program broadens what Commercial Banking can offer employees of customers. WFS provides Commercial Banking customers with an employee financial benefit package that delivers cost-saving financial tools and exciting offers to the workplace.

Here's an overview of how the program works: **Get Ready, Get Set, ...**

GO FOR THE GOLD

Program Outline

Commercial Banking Customer Selection

The Commercial Banking customer database was scrubbed to identify companies with more than 100 employees within specific industries. The identified WFS prospect list was distributed to the Commercial Banking RMs for approval. The WFS Premium customer base consists of companies within specific industries that WFS classifies as either recommended or discretionary (visit Commercial Banking product profiles for a specific list of the recommended/discretionary WFS industries).

Direct Mail to the Approved WFS Prospects

A letter will be mailed to the approved Commercial Banking targeted customers beginning the week of June 15, 2004 introducing the benefits of the WFS program.

Telemarketing

Beginning June 22, 2004, the Commercial Banking telemarketing team will call the approved targeted customers approximately 5 days after the direct mail drop and schedule sales appointments for the WFS RMs.

Sales Calls

WFS sales representatives will call on the approved and interested targeted customers as scheduled. The WFS sales representatives will contact each respective Commercial Banking RM to invite them on the call.

A CLOSER LOOK: WFS Premium Program

WFS PRODUCT OVERVIEW

WFS Premium Eligibility Requirements

The WFS Premium Program consists of targeted high-potential companies in Recommended/Discretionary industries, managed by WFS Relationship Managers.

WFS Premium Profile

In order to be a WFS Premium prospect, the customer must meet the following criterion:

- 100+ employees
- Average employee salary of \$50K or more
- Must offer Direct Deposit
- Have a greater proportion of professional to clerical staff

Chase Workplace Financial Services (WFS) provides a workplace banking program to qualified corporate companies. The program is designed to address the growing needs of employees through selective financial services and exclusive benefits.

WFS Key Customer Benefits

- Lowering payroll processing costs and adding encouragement to direct deposit participation
- Value-added benefits help retain and drive employee satisfaction and productivity
- WFS works with client to build a customized plan that addresses company’s requirements and employee needs
- Opportunity to provide employees with financial tools they need to make smart decisions, and exclusive benefits that will save them money
- An array of tailored educational seminars, employee events and promotions, all at no cost
- Private-access ATMs on company premises – banking right from the workplace - for those who qualify

WFS Key Employee Benefits

- Selection of banking, credit and investment products
- Discounts on selected credit products**
- Information on education funding and retirement products
- Access to a range of insurance and investment products* (**must read disclosure below**)
- Periodic exclusive promotions offering valuable incentives for sign-up
- A Chase Workplace Website available for easy access to all Chase products and offers
- Access to thousands of Chase ATMs and hundreds of Chase branches

*For more detailed information about the Workplace Financial Services Program, please visit **Middle Market Product Profiles** on Middle Market’s intranet site.

PROGRAM CONTACTS

For referrals:

Ken Hall
WFS Regional Sales
212-552-0634 (direct)
Ken.Hall@jpmchase.com

For further program information:

Anne Rice
Commercial Banking Product
212-899-1445
Anne.Rice@jpmchase.com

ON-GOING REFERRAL PROCESS

If you have a new prospect opportunity that fits the WFS Premium Profile, you can refer a prospect to WFS in the following ways:

- Call the WFS RM – Visit Commercial Banking Product Profiles for the current list of WFS RMs, or
- Contact Ken Hall, WFS Regional Sales Manager, at 212-552-0634



GO FOR THE GOLD

DISCLOSURES

*Securities (including mutual funds and variable life insurance) and investment advisory services are offered through JPMorgan Investments, a division of **Chase Investment Services Corp.** (CISC). Annuities and insurance products are provided by various insurance companies and offered through Chase Insurance Agency, Inc. (CIA), a licensed insurance agency. CISC, a member of NASD/SIPC, and CIA are affiliates of JPMorgan Chase Bank. Products not available in all states.

The WFS program offers fee-waived Better Banking® Checking and Savings, for an introductory period of time, to bona-fide employees of companies participating in Chase Workplace Financial Services. Direct Deposit is required. Fees not tied to minimum balances may apply. Offer subject to change. Additional fees may apply.

**Credit products subject to approval. Credit Cards are issued by Chase Manhattan Bank USA, N.A. and may be serviced by its affiliates.

NOT A DEPOSIT	NOT FDIC INSURED	NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY	NOT GUARANTEED BY THE BANK	MAY GO DOWN IN VALUE
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Chase Workplace Financial Services (WFS) provides a workplace banking program to qualified corporate companies. The program is designed to address the growing needs of employees through selective financial services and exclusive benefits.

KEY CLIENT BENEFITS

- Lowering payroll processing costs and encouragement to direct deposit participation
- Value-added benefits help retain and drive employee satisfaction and productivity
- WFS works with client to build a customized plan that addresses company’s requirements and employee needs
- Opportunity to provide employees with financial tools they need to make smart decisions, and exclusive benefits that will save them money
- An array of tailored educational seminars, employee events and promotions, all at no cost
- Private-access ATMs on company premises – banking right from the workplace - for those who qualify

KEY EMPLOYEE BENEFITS

- Selection of core banking, credit and investment products
- Discounts on selected credit products⁺⁺
- Information on education funding and retirement products
- Access to a range of insurance and investment products⁺ (**must read disclosure below**)
- Periodic exclusive promotions offering valuable incentives for sign-up
- A Chase Workplace Website available for easy access to all Chase products and offers
- Access to more than 1,500 Chase ATMs and 500 Chase branches

THE WFS BANKING PACKAGE

- Free Better Banking® Checking and Savings* for at least one year with Direct Deposit
 - No monthly fees, regardless of balance
 - No maintenance or transaction fees
 - No domestic ATM charges from Chase
 - Free first set of checks with enrollment
- Select Banking®, with premium rates, a higher level of service and complimentary extras^{**}
- Free Chase Onlinesm banking with bill pay
- Preferred rates on selected CDs with a checking and savings relationship
- Discounts on mortgage closing costs⁺⁺⁺
- Home equity loan or line-of-credit bonuses⁺⁺⁺
- Auto financing
- Low-rate credit cards⁺⁺
- Overdraft line of credit⁺⁺
- And more...

Added Benefits from Personal Financial Services

- Personalized planning⁺, investing⁺ and personal banking available to qualifying individuals with more complex needs
- Professionals who will work with those who need help to reach their financial goals

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CONVERSATION STARTERS

Here are a few talking points you can use when speaking to a client about WFS:

- “Did you know that Chase can offer your employees financial benefits, just by signing up your company with Workplace Financial Services? Your company will benefit and your employees will receive special benefits and offers not available to the general public. It’s important that you speak/meet with _____, to see if this service is right for you.”
- “You can show employees you care about making their lives easier by providing an exclusive benefits package. I’d like to introduce you to Workplace Financial Services, where dedicated Relationship Managers will work with you to customize a plan that will address employee financial needs. I’d like to introduce you to _____ from Workplace Financial Services who can expand on this employee benefits program.”
- “Your company can lower payroll processing costs, with encouragement to Direct Deposit participation. Through Workplace Financial Services, your company will receive a tailored program to address employee banking needs and future planning benefits, all with signing up with Direct Deposit of payroll. I’d like to introduce you to _____ from Workplace Financial Services who can expand on this employee benefits program.”
- “Are your employees looking for a better banking deal with free checking and rewarding offers at the workplace? Your company can offer them a special package through Workplace Financial Services. It’s important that you speak/meet with _____, to see if this service is right for you.”

OTHER BENEFITS – PLANNING FOR THE FUTURE⁺

- IRA and retirement products and services
- Education on home ownership, educational funding, retirement and estate preservation
- Insurance solutions
- Investment products

***Must read important disclosure below**

EMPLOYEE AWARENESS ABOUT WFS PROGRAM

- Communication Collateral - email announcement, flyer, poster/signage, employee information kit, payroll stuffer - WFS provides
- Employee onsite event
- Seminar
- Chase Workplace Website - Personalized for Company
- Dedicated WFS phone number
- Chase branch



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A CLOSER LOOK: WFS Program Segmentation

REFERRAL PROCESS & CONTACTS

WFS QUICK OVERVIEW

WFS Eligibility Requirements

The WFS Program is segmented into three tiers:

- **Premium** – Targeted high-potential companies in recommended/discretionary industries, managed by WFS Relationship Managers
- **Standard** – Targeted middle-potential companies in recommended/discretionary industries, managed by branch network and co-managed by WFS Relationship Managers when needed
- **Lite** – Targeted companies acquired and managed through the branch network

WFS Premium Profile

In order to be a WFS Premium prospect, the client must meet the following criterion:

- 100+ employees
- Average employee salary of \$50K or more
- Offer Direct Deposit
- Have a greater proportion of professional to clerical staff
- *Under discretion of WFS: See Referral Process to determine if client meets the Premium Profile

WFS Standard Profile

In order to be a WFS Standard prospect, the client must meet the following criterion:

- Recommended 100+ employees
- Offer Direct Deposit of payroll
- Depends on market industry and other criterion
- *Under discretion of WFS: See Referral Process to determine if client meets the Standard Profile

WFS Lite Profile

In order to be a WFS Lite prospect, the client must meet the following recommended criterion:

- Less than 100 employees
- Recommended median salary of \$43K
- Offer Direct Deposit of payroll
- *Under discretion of Market Integration Manager (MIM): See Referral Process to determine if client meets the Lite Profile

Use the WFS Premium Profile guide to determine if your customer falls into the WFS Premium category. If not, they may be recommended for the following tiers of Standard or Lite.

All prospects for Premium & Standard must be filtered through WFS Segmentation for approval. You can contact one of the following:

- **Call the WFS RM** - Utilize your existing WFS RM relationships (Product Profile has been updated with a current listing of WFS RMs)
- **Contact Ken Hall**, WFS Regional Sales - 212-552-0634 (GO for the GOLD referral contact)

All prospects for Lite should be filtered through the branch network for approval:

- **Market Integration Manager (MIM)** - They will help you determine if your client is a great candidate for Lite and continue with the WFS Lite process.
- **WFS Contact** - For further questions, utilize your WFS contact. Careful selection of companies is critical to ensuring the success of WFS Lite

NOTE: The “GO FOR THE GOLD” cross-sell program is currently targeting only corporate clients in the WFS Premium Profile.

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**Select Banking® requires a combined monthly average balance of \$25,000 in qualified loans, investments, and deposits. This offer valid only for bona-fide employees of participating WFS companies. For all other customers, minimum balance requirement is \$50,000 in qualified loans, investments, and deposits or \$25,000 in deposits alone. Should balances fall below minimum levels, a \$30 monthly maintenance fee will be charged. Refer to account opening documents for more information.

**Credit products subject to approval. Credit Cards are issued by Chase Manhattan Bank USA, N.A. and may be serviced by its affiliates.

***All mortgage and home equity products are subject to credit and property approval. Not all products are available in all states or for all loan amounts. Other restrictions and limitations apply. Mortgage and home equity program incentives may not be combined with any other promotional offer, discount or rebate, are not transferable, and are available only to bona-fide employees of participating Workplace Financial Services companies. Except in New York, all first mortgage loans offered through Chase Manhattan Mortgage Corporation (“CMMC”). Arizona Mortgage Banker License Number BK0904579; Licensed by the Department of Corporations under the California Residential Mortgage Lending Act; Illinois Residential Mortgage Licensee; Massachusetts Mortgage Lender License No. ML 2009 and Massachusetts Mortgage Broker License No. MB 2546; New Hampshire License #5677-MB; Licensed Mortgage Banker, New Jersey Department of Banking; Rhode Island Licensed Lender and Loan Broker. Corporate headquarters: 343 Thornall Street, Edison, New Jersey 08837; (732) 205-0600. In New York, New Jersey, Pennsylvania and Connecticut, first mortgage loans also offered through JPMorgan Chase Bank. Home equity products are offered in New York, New Jersey, Connecticut, and Texas through JPMorgan Chase Bank and in other geographic areas and Texas through Chase Manhattan Bank USA, N.A. (“Chase USA”); with headquarters in Newark, Delaware. In Minnesota, this does not represent an offer to enter into a loan agreement with CMMC or Chase USA.

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