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New Chase Platinum Business Delivers Big Value to Small Business Customers

Unmatched by competitors, concierge-level service launches with national advertising campaign

NEW YORK – March 4, 2013 – Chase, one of America’s leading banks for small businesses, today launched a national advertising campaign to introduce Chase Platinum Business (@ChaseNews, #ChasePlatinumBusiness). Chase Platinum Business provides dedicated customer support with free and discounted fees on the types of services that most established companies depend on to do business. No other major bank offers established small businesses this indispensable combination of services in one package.

“Chase Platinum Business helps us provide extra value and preferred service in one offer,” said Scott Geller, CEO of Chase Business Banking. “We created it by listening to what our customers said was most important for managing their significant electronic deposits and simple cash management needs.”

Chase Platinum Business customers receive concierge-level service with an assigned banker and dedicated phone support. Chase waives the \$95 monthly fee for businesses that maintain an average balance of at least \$100,000 in business deposits and investments.

The advertising campaign (www.chase.com/platinumbusiness) features three Chase Platinum Business customers who tell their stories in extended-length videos and print and radio ads:

- Mark Murrell, Black Point Seafood – An online business that provides dock-to-doorstep delivery of the world’s best Maine lobster. www.getmainelobster.com
- Daniel Solomon, Minute Suites – Private airport retreats to nap, relax, or work. www.minutesuites.com
- Ed Freimuth, Versatility Tool Works – Manufacturer of complex fabricated metal assemblies – www.versatilitytool.com

Advertising will appear in targeted radio, print and digital business publications, including The Wall Street Journal, Crain’s, Forbes, LinkedIn and Entrepreneur, as well as regional Business Journals and trade publications.

The Chase Platinum Business advertising campaign follows [Mission Main Street](#), a 2012 effort that highlighted how Chase’s financing helped six entrepreneurs expand their businesses. Told from the business owners’ perspective, the videos capture the spirit of American enterprise, which Chase understands by serving four million businesses through Chase Business Banking, Ink® from Chase credit cards and Chase Merchant Services. In 2012, Chase provided more than \$20 billion in new credit to small businesses, and it approved more SBA loans in the SBA’s 2012 fiscal year than any other bank in the United States.

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 \$2.3 trillion and operations in more than 60 countries. Chase serves more than 50 million consumers and 4 million small businesses through more than 5,600 bank branches, 18,700 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 and [@ChaseNews](#).