

UR ultimate rewardsSM

New Proprietary Rewards Program From Chase Card Services Provides Unique Rewards, Benefits To Customers

Millions Of Reward Redemption Opportunities And A World-Class Online Experience

(NAPSA)—At a time when many companies are scaling back on benefits to customers, Chase Card Services has launched Ultimate Rewards, a proprietary rewards program offering one of the most extensive arrays of redemption options and an outstanding customer experience. The program offers a host of additional value-added benefits, all of which are designed to help make customers' lives just a little bit easier.

"We've endeavored to reinvent the rewards experience by providing almost limitless opportunities to earn and redeem points," explains Eileen Serra, president, Chase Card Services. "Ultimate Rewards provides cardmembers with the ability to earn points on every single dollar of spending, with no point-earning caps, no points expiration, and virtually no restrictions on air travel redemptions."

Cardmembers have access to a rich array of reward redemption opportunities, including more than 3 million merchandise items, 65 great gift cards, cash back, unique experiences and restriction-free air travel. Cardmembers can access the complete rewards program experience online by logging on to www.ultimaterewards.com, including point balances, bonus rewards-earning opportunities, reward redemption across the entire rewards program catalog,

including online airline booking, and a printable PDF of the complete rewards program guide.

According to Rob Rosenblatt,

Some credit cards are very rewarding for their users. 

general manager, Loyalty, Chase Card Services: "Ultimate Rewards is redefining what rewards should be, offering the ultimate in flexibility, simplicity and usability—with no earning caps, airline blackout dates or points expiration."

Unique Program Attributes for Cardmembers

Cardmembers can also view restaurant reviews from Zagat.com and make reservations via OpenTable, available at www.ultimaterewards.com. The easy-to-use Online Travel Tool offers the ability to book airline travel using points, cash or any combination. In addition, cardmembers can earn bonus points from more than 300 online merchants by shopping at the Ultimate Rewards Bonus Mall. "With a world-class Internet experience, we're giving customers new reasons to come back each and every day," adds Rosenblatt.

Ultimate Rewards is available on Chase Freedom, one of the most popular proprietary rewards/cash back credit cards, and Chase Sapphire, a new premium rewards card.