Chase Freedom and The Life is good Company Announce New Initiative to Support Music Therapy for Haitian Children

Partners Announce the Production of a Children’s Music CD Dedicated to Haitian Relief Efforts

CANTON, Mass. – September 13, 2010 – Life is good and Chase Freedom® have announced a new collaboration to support music therapy for children impacted by disaster in Haiti. As part of Chase Freedom’s sponsorship of the 2010 Life is good Festival, the Life is good Kids Foundation will produce a children’s music album dedicated to the Haitian relief efforts. The songs, recorded by Haitian artists and children recovering from the earthquake, will tell stories of hope and optimism. The children’s album will be distributed and used by the Life is good Playmaker teams in Haiti working in orphanages and tent cities throughout the country. These Playmakers will use music and music education to help children in Haiti rediscover the power of play.

The Life is good Kids Foundation is dedicated to helping children overcome life-threatening challenges such as violence, illness and extreme poverty. Young children who have experienced profound trauma in any of its many forms often need specialized guidance to help them engage the world playfully. Regardless of the obstacle, play is an essential antidote to adversity for every child on earth. Leading this charge are the Life is good Playmakers, individuals who are training thousands of teachers, counselors, social workers and healthcare professionals who have dedicated their lives to healing and strengthening children.

“Nine months after the devastating earthquake in Haiti, many children struggle to find basic necessities as their families work to recover what they lost. Yet most continue to maintain a sense of hope and cheerfulness,” said Steven Gross, executive director of the Life is good Kids Foundation. “Music is an essential part of the work of the Playmakers, who are helping bring play back into the lives of these children. The commitment of Chase Freedom will make a big difference in the work of the Playmakers, helping to bring optimism and play into the lives of the children.”

Earlier this year, the Life is good Company announced a national fundraising effort for Haitian children, donating 100% of the profits from sales of a specially-designed t-shirt to relief efforts targeting children affected by Haiti’s devastating earthquake. The shirts featured Life is good’s smiling icon, Jake, proudly carrying a Haitian flag above the slogan “Optimism knows no borders.”

“Chase is proud to join together with Life is good in investing in the long-term future of Haiti’s children,” said Matt Kane, General Manager, Chase Freedom. “Our contribution is small compared to the efforts put forth by the Life is good Kids Foundation’s Playmakers, but we are honored to make a difference as the Haitian people rebuild their country.”

The Life is good Kids Foundation is an action-oriented nonprofit, committed to helping young children overcome life-threatening challenges such as violence, illness and extreme poverty. The Playmakers Initiative provides training, resources and support to the adults dedicated to caring for these children so that all involved lead healthier, more joyful lives. More information about the Foundation is available at http://www.lifeisgood.com/foundation/.

Chase Freedom, in partnership with the Life is good Festival, also presented a live webcast of the performances at the 2010 Life is good Festival. The webcast
features performances from Ben Harper, Galactic, Brett Dennen, OK Go, Grace Potter, Guster, Dr. Dog, and more. Archived clips of the show can be found on the Chase Freedom Facebook fan page at www.facebook.com/chasefreedom.

About The Life is good Company
The Life is good Company, based in Boston, MA, spreads a fresh outlook on life with its colorful collection of apparel, its quality accessories, and its optimistic cultural hero with the huge smile, Jake. For more information on Life is good, please visit www.lifeisgood.com

About Chase Freedom
Chase Freedom is an industry-leading cash back credit card with a simple and straightforward approach to rewards. Chase Freedom offers customers consistent cash back without tiers, minimums or expirations — on every purchase, from the first dollar spent. Chase is the U.S. consumer and commercial banking business of JPMorgan Chase & Co. (NYSE: JPM), which operates more than 5,100 branches and 15,000 ATMs nationally under the Chase brand. Chase has 146 million credit cards issued and serves consumers and small businesses through bank branches, ATMs and mortgage offices as well as through relationships with auto dealerships, schools and universities. More information about Chase Freedom is available at www.chase.com/freedom.

Media Contacts:
Laura Rossi, Chase Card Services
Laura.l.rossi@chase.com
302-282-4839

Jim Laughlin, Life is good
Jlaughlin@lifeisgood.com
617-266-4160 ext. 210

# #