

Rearden Commerce and Chase Form Strategic Relationship

Leading Consumer Credit Card Provider Selects Rearden Commerce to Power New Customer Loyalty Platform

Foster City, CA – May 6, 2008

Rearden Commerce, creator of the first web-based personal assistant that intuitively manages the everyday details of work and personal life, and Chase (NYSE: JPM) today announced the two companies will work together to develop a new customer loyalty platform to delight Chase's millions of consumer credit cardholders. To underscore the strategic nature of this relationship, Chase's parent company, JPMorgan Chase & Co., has taken an equity stake in Rearden Commerce. (See today's related announcement, Rearden Commerce Secures \$100 Million Round of New Funding.)

"This relationship is all about serving our valued customers," said Gordon Smith, CEO, Chase Card Services. "By partnering with Rearden Commerce, Chase will extend its leadership in leveraging Internet technologies to drive the richest user experience and exceptional customer loyalty. No other Internet platform could deliver on this joint vision. This agreement will empower Chase with a true technology differentiator in our marketplace."

"We're delighted to partner with a leader like Chase to develop the foundation for an online loyalty program that leverages the full power of Web 2.0," said Patrick Grady, founder and CEO of Rearden Commerce. "This agreement is the first step in the evolution of the Rearden Personal Assistant™ from a tool for business users to one that provides consumers everywhere with an equally rewarding and addictive experience."

"This is a landmark deal for both companies, and the real winner will be the millions of Chase cardholders," commented Bruce Richardson, chief research officer, AMR Research. "This relationship should give Chase a massive head start on a next-generation user experience for their cardholders. It also expands the reach of Rearden Commerce and its Rearden Personal Assistant to a vast new consumer audience. In addition, as a Chase cardholder, I'm looking forward to watching how Chase leverages the ever-expanding Rearden Commerce™ Platform and its personal assistant to shape the online loyalty program."

Rearden Commerce, Inc.

Rearden Commerce makes life simpler by delivering a web-based personal assistant that intuitively manages the everyday details of business and personal life. Just like a seasoned executive assistant, the Rearden Personal Assistant handles an impressive array of tasks and services, and delights users by considering their unique needs and personal preferences. The Rearden Personal Assistant is built on the Rearden Commerce Platform, which supports an ecosystem of more than 137,000 trusted merchants and third-party applications providers. Today, more than one million contracted users at organizations ranging from the Fortune 500 to small/medium enterprises, including ConAgra Foods, Glaxo Smith Kline and JDSU, rely on the recommendations and assistance of the Rearden Personal Assistant to save time and be more efficient, while saving their companies money. Rearden Commerce is headquartered in Foster City, CA. For more information, visit reardencommerce.com.

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