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News Release: Immediate

**JPMORGAN HONOURS “RISING TALENT” EMILIE GOODALL**  
*Goodall’s \$30,000 award to support The Place2Be charity*

**DEAUVILLE, FRANCE, October 12, 2007** – JPMorgan announced today that Emilie Goodall, 25, a Research Analyst at London-based New Philanthropy Capital (NPC), had won an award of \$30,000 to support her work with The Place2Be, a London-based charity that provides therapeutic and emotional support to children in schools throughout the United Kingdom.

JPMorgan selected Goodall to receive this award from among 16 entries, all of which were submitted by women honoured at the Women’s Forum for the Economy and Society on Thursday as “Rising Talents.” The aim of the Rising Talents Programme is to create an international network of exceptionally talented young women from business, political, academic and civil life in order to identify the leaders of the future. Candidates selected have shown extraordinary leadership qualities in their early careers and have strong social involvement. Rising Talents is themed around continuing leadership and empowerment of women.

Isabelle Seillier, head of Investment Banking in France at JPMorgan, said: “Emilie’s work on behalf of The Place2Be is not only exciting but also demonstrates how young women leaders can achieve and give back to communities at the same time. JPMorgan salutes Emilie Goodall for her commitment and drive.”

Emilie Goodall, a Research Analyst at London-based New Philanthropy Capital (NPC), said: “The Place2Be is a hugely innovative and worthy charity and JPMorgan’s award will go a long way to helping us to identify and create opportunities to narrow social inequalities. Today The Place2Be works with 112 schools but one day we would like to be involved with every primary school, awards like this will make that possible.”

As part of the award, JPMorgan will assign a “JPMorgan angel” to Emilie and The Place2Be. The angel will act as a business mentor and provide advice and guidance on implementing Emilie’s plan for the donation.

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The Place2Be is an innovative London-based charity that is committed to supporting troubled and unhappy children in schools. The work of The Place2Be focuses on intervening early, and accordingly focuses its work in primary schools. It gives schoolchildren in need of emotional support a place where they can express their feelings through talking, creative work and play. Today The Place2Be provides support to over 37,000 children and their families. The Place2Be encourages social engagement through its provision of emotional support and its model has a proven impact on children.

More information about Emilie and the Rising Talents programme may be found online at [jpmorgan.com/risingtalents](http://jpmorgan.com/risingtalents).

#### About New Philanthropy Capital

New Philanthropy Capital (NPC) is a charity that advises donors and funders on how to give more effectively. The company's mission is to increase giving by making it more effective and rewarding.

It does this through a combination of published research and tailored advice. The research identifies charities, large or small, that are achieving excellent results. The advice for donors guides them on how to ensure their money has high impact.

NPC was set up as a registered charity in 2001. It was founded by a group of leading figures from the financial services community who wanted to improve the quality and quantity of resources available to the charitable sector.

#### About JPMorgan

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$1.5 trillion and operations in more than 50 countries. The firm is a leader in investment banking, financial services for consumers, small business and commercial banking, financial transaction processing, asset management, and private equity. A component of the Dow Jones Industrial Average, JPMorgan Chase serves millions of consumers in the United States and many of the world's most prominent corporate, institutional and government clients under its JPMorgan and Chase brands. Information about the firm is available at [www.jpmorganchase.com](http://www.jpmorganchase.com).

### About the Women's Forum for the Economy and Society

Founded in 2005, the Women's Forum for the Economy and Society reflects the increasing awareness that the most successful economies and societies are the ones where women play key roles. The Europe-based Forum looks at new approaches to global issues facing women all over the world.

The forum's annual meeting is from October 11-13, 2007, in Deauville, France. Participants include 800+ delegates: leading business and political figures, cultural and top academics key opinion makers and special guests from 60 countries; 100 international media leaders and journalists; and, 120+ world recognized speakers.

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