

## **JPMorgan Chase Receives Diversity Leadership Award From SIFMA**

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In recognition of its commitment to diversity, JPMorgan Chase received the 2012 Team Diversity Leadership Award from SIFMA for its Black Organization for Leadership Development (BOLD) Business Resource Group. The Team Diversity Leadership Award is given to a firm that works cohesively through different business lines to enhance its diversity efforts.

JPMorgan Chase actively strengthens diversity among its employees through initiatives like Business Resource Groups, annual forums, open discussions with senior leaders, multicultural marketing efforts and partnerships involving community activities, among others. All Business Resource Groups are sponsored by a senior executive.

In 2011, JPMorgan Chase repositioned its more than 165 active Business Resource Groups to better align employee activities with business goals, development of people and talent, and its global diversity strategy. The firm's Black Organization for Leadership Development (BOLD) is one such Business Resource Group, which integrates the advancement of employees' needs as well as the firm's. BOLD provides employees, particularly those of African descent, with an empowering environment that helps to foster their professional and personal development and simultaneously support the firm's business goals and initiatives.

"JPMorgan's diversity efforts, which encompass more than this one initiative, are exceptional," said Ileane Rosenthal, executive vice president of member engagement at SIFMA. "BOLD is a unique program that reflects the need to promote diversity and inclusivity in the workplace in a meaningful manner with support by senior management."

"Diversity is a core value of JPMorgan Chase and we are honored to be recognized by SIFMA – our industry peers – as a leader in team diversity," said Pat David, Head of Diversity, JPMorgan Chase. "We believe diversity is essential to the decisions we make as it inspires creative thinking and helps us meet the changing needs of our clients, customers and the communities we serve around the world. BOLD exemplifies one of the many ways we actively promote diversity and inclusivity in our workplace and bring people together across our various lines of business. Congratulations to Brown Brothers Harriman, Hilliard Lyons, Legg Mason and Edward Jones for their leadership in diversity as well."

Three other Diversity Leadership Awards were given as follows:

- Emerging Diversity Leadership Award, for firms implementing diversity initiatives and efforts to Brown Brothers Harriman – Possibility Thinking and Hilliard Lyons – Women's Financial Consultant Roundtable
- Innovative Diversity Leadership Award, for firms that develop or employ exceptionally unique and creative approaches to their diversity efforts, to Legg Mason – Diversity & Inclusion Leadership Council Board Leadership
- Sustained Diversity Leadership, for firms that demonstrate continued commitment and advancement of diversity strategies and efforts, to Edward Jones – Cross-Cultural Development Program

SIFMA will present the awards at its Annual Meeting in New York City on October 23<sup>rd</sup>.

### **About SIFMA**

The Securities Industry and Financial Markets Association (SIFMA) brings together the shared interests of hundreds of securities firms, banks and asset managers. SIFMA's mission is to support a strong financial industry, investor opportunity, capital formation, job creation and economic growth, while building trust and confidence in the financial markets. SIFMA, with offices in New York and Washington, D.C., is the U.S. regional member of the Global Financial Markets Association (GFMA). For more information, visit <http://www.sifma.org/>.

### **About JPMorgan Chase & Co.**

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$2.3 trillion and operations worldwide. The firm is a leader in investment banking, financial services for consumers and small businesses, commercial banking, financial transaction processing, asset management and private equity. A component of the Dow Jones Industrial Average, JPMorgan Chase & Co. serves millions of consumers in the United States and many of the world's most prominent corporate, institutional and government clients under its J.P. Morgan and Chase brands. Information about JPMorgan Chase & Co. is available at [www.jpmorganchase.com](http://www.jpmorganchase.com).

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