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## JPMorgan Private Bank Launches Eighth Annual Summer Reading List

New York, NY, May 29, 2007—JPMorgan Private Bank announced today its annual summer “must read” book list aimed at enlightening, educating and entertaining its clients. With the diverse interests of its global clients in mind, 10 non-fiction books were named to the firm’s eighth annual summer reading list, including profiles of an ancient historical leader and a great, modern-day market thinker, a compendium of Argentine artists to watch, great reads on universal passions ranging from chess to music to cooking, plus murder on the high seas, and more.

To create the list, members of JPMorgan Private Bank and its 38 global offices submit their top selections of summer “must reads”—books they have enjoyed and believe could benefit their clients. This year, nearly 450 submissions were reviewed, with 10 non-fiction books selected for their client appeal, timeliness, author credentials and quality of content.

The 10 books selected for the 2007 JPMorgan Private Bank summer reading list include:

**Caesar: Life of a Colossus** by Adrian Goldsworthy. A noted military historian, Goldsworthy details the complexity of Caesar’s character and extraordinary reign, explaining why his political and military leadership continues to resonate 2,000 years later. During his 56 years, the Roman emperor took on myriad personas—from political savant to army leader, from public orator to legal advocate, from prisoner to fugitive. Goldsworthy uncovers them all, adding historical insight about the life of one of the ancient world’s most fascinating rulers.

**Chocolates on the Pillow Aren't Enough: Reinventing the Customer Experience** by Jonathan M. Tisch with Karl Weber. Cementing customer loyalty is a strategic imperative for business leaders today. Yet, for many it remains an elusive endeavor. Learn from a range of businesses with initiatives that exceed customers’ expectations, create more meaningful experiences and drive measurable market share.

**The Immortal Game: A History Of Chess or How 32 Carved Pieces on a Board Illuminated Our Understanding of War, Art, Science and the Human Brain** by David Shenk. Chess is not a game for nerds. This entertaining book goes beyond diagrams to showcase the larger role chess has played in history and the significance of the game in shaping the competitive thinking of some of the world’s great leaders. Audio book available.

**Industria Argentina** by Various authors with the Museo de Arte Latinoamericano de Buenos Aires (MALBA). MALBA’s summer celebration featuring 35 emerging artists from Argentina serves as the springboard for this contemporary art compendium. This “who’s who” of Argentine art is the result of input from the country’s most noted collectors,

curators, critics, gallery owners and museum professionals, and offers a rare look at the country's flourishing art world.

**Leaving Microsoft to Change the World: An Entrepreneur's Odyssey to Educate the World's Children** by John Wood. What would you do to save the world? Former Microsoft marketing executive John Wood takes us on his journey of personal development as he applies his business savvy to start the non-profit Room to Read. After seeing first-hand the need for books in remote villages in the Himalayas, Wood redirected his passion, giving millions of children the gift of education. Audio book available.

**Milton Friedman: A Biography** by Lanny Ebenstein. Meet the economist, advisor and public figure Milton Friedman and then learn about what shaped his thinking, how his relationship with his wife, Rose, influenced his work, and why presidents and other leaders relied on his ideas. Completed just before Friedman's death in November 2006, Ebenstein's research and interviews with Friedman, Rose and close friends of the couple provide illuminating insights into the mind of this great economist.

**Planet India: How the Fastest Growing Democracy Is Transforming America and the World** by Mira Kamdar. The statistics are as staggering as India's potential power in tomorrow's marketplace. It is the world's fourth largest economy, home to the biggest youth population on earth with 600 million citizens under the age of 25, and is set to become the most populous country by the year 2034. Kamar provides timely insights into the history and the present-day rise of the world's fastest-growing democracy, and what the country's phenomenal market demographics mean to the country's growth prospects and the global economy. Audio book available.

**Revolutionary Chinese Cookbook: Recipes from Hunan Province** by Fuchsia Dunlop with Georgia Glynn Smith (Photographer). Recipient of the British Guild of Food Writers' Jeremy Round Award, Fuchsia Dunlop introduces the delicious and complex tastes of Hunanese cuisine. Food is just part of the journey with Dunlop, as she brings Chinese cooking to life with anecdotes, history and photographs that will have you asking for seconds.

**This Is Your Brain on Music: The Science of a Human Obsession** by Daniel J. Levitin. Music is an experience that spans all cultures and time. Levitin, who directs the laboratory for musical perception, cognition and expertise at McGill University, explores the concepts of music and emotion and considers what makes music universal. He takes us inside the mind to understand why some tunes are so memorable (or forgettable), and what makes some musicians worthy of worldwide acclaim. Audio book available.

**Thunderstruck** by Erik Larson. Acclaimed Devil in the White City author takes readers into another "dual track" thriller, this time plotting scientific controversy and murder aboard a 20th century luxury ship. Unravel the mystery that brings the world's attention to the work of Guglielmo Marconi, the man who invented radio communication. Audio book available.

## **Summer Reading is FOR ALL**

Through a partnership with Barnes & Noble.com, clients and the public can purchase books online at <http://www.jpmorgan.com/summerreading>. With a nod to the iPod generation, JPMorgan Private Bank will this year make audio books of its selections available to clients. In addition to its 2007 selections, the firm's summer reading site includes its annual selections and book links dating back to 2000, when the global initiative was launched.

A portion of proceeds from the online sale of JPMorgan Private Bank summer reading list books this year will benefit Room to Read ([www.roomtoread.org](http://www.roomtoread.org)), a global non-profit dedicated to making education and books available to more than 120 million children worldwide currently not enrolled in schools. The non-profit joins with local communities throughout the developing world to establish schools, libraries, and other educational infrastructure. Room to Read founder and CEO John Wood is author of one of this year's summer must reads and, since founding the non-profit in 2000, has touched the lives of more than 1.2 million individuals. Since JPMorgan Private Bank launched its summer reading program, the firm has donated more than \$20,000 in summer reading book sale proceeds to non-profits focused on adult and children's literacy.

### About JPMorgan Private Bank

JPMorgan Private Bank is a global financial leader providing advice and customized solutions to wealthy individuals and their families. The firm leverages its broad capabilities in investing, tax and estate planning, family office management, philanthropy, credit, and special advisory services to help our clients advance toward their own particular goals. For more than 150 years, the Private Bank's comprehensive and integrated approach, commitment to innovation and integrity, and focus on client service have made JPMorgan the advisor of choice to those of significant wealth around the world.

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