

**private asset management**

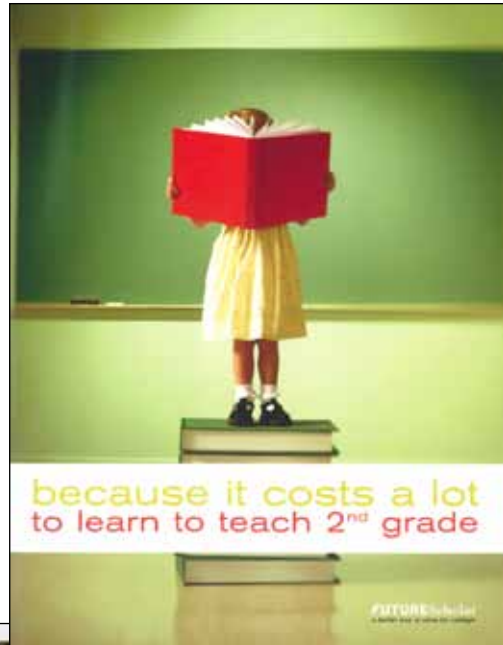
The pipeline to the affluent

**BofA Taps Morgan Exec For Western Region**

Bank of America has hired a Morgan Stanley executive to head the western region of the private bank. Michael Conn, formerly the director for Morgan's Northern California region, has taken the position of president, according to Joseph Fazzino, a BofA spokesman. Conn, who reports to Alan Rappaport, president of the private bank, will start in early February. Bret Gallaway, a spokesman at Morgan, did not return a call by press time.

This comes as Bank of America has named a president—a newly created position—of its Individual Investor Group

away another Morgan executive to take over, who was the advisory director business in Dallas, has assumed the supervisory Private Client Services and Investment Services, which includes the full-time professionals and the firm's on-shore staff. He reports to the president of Bank of America's Asset



**insite** Bank of America

**Bank to manage college saving program for South Carolina**

FROM MOBILE - January 14, 2002

COLUMBIA, S.C. - The State of South Carolina and Bank of America today announced an agreement to launch FUTUREScholar<sup>SM</sup>, a college savings program that will help individuals and families make tax-advantaged investments in higher education.

The South Carolina Office of State Treasurer selected Bank of America and certain of its affiliates to manage the FUTUREScholar program.

"With college costs rising every year, it's important to find ways to make higher education affordable for South Carolinians," said Patterson, Jr. "Our partnership with the Bank of America and its affiliates will help the FUTUREScholar plan, and incentives, will be available to all of our customers."

"Investing in our country's future is one of our top priorities. The FUTUREScholar program is a key part of our commitment to helping South Carolinians secure a bright future for all of our children."

"We applaud the state legislature and the Governor for their leadership in creating this college investment program. Our partnership with the Bank of America and its affiliates will help the FUTUREScholar plan, and incentives, will be available to all of our customers."

FUTUREScholar is a 529 college investment program that allows South Carolina residents to accumulate assets for college expenses. The assets also generally accrue interest for South Carolina residents in FUTUREScholar. The program is set to launch in March 2002.

Since being approved by Congress in 1998, FUTUREScholar has become a preferred way to save for college.

**State of South Carolina Office of the Governor**

**Media Advisory**  
Wednesday, February 27, 2002

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**Governor Hodges to kick-off FUTUREScholar Program**

Columbia, S.C. - Governor Jim Hodges on Monday will kick-off the South Carolina FUTUREScholar Program. The program allows South Carolina residents to begin saving money for a child's college education with as little as \$250, while taking advantage of tax breaks.

The Governor will be joined by the Hand Middle School choir and a group of students touring the facility. The choir will open and close the event with songs, including the national anthem.

**WHO:** Governor Jim Hodges  
State Treasurer Grady Patterson  
Superintendent of Education Inez Tisenbaum  
Representative Chip Campson  
Bank of America South Carolina president Stan Gibson

**WHAT:** FUTUREScholar Program kickoff

**WHEN:** Monday, March 4, 2002, 11:30 a.m.

**WHERE:** Auditorium  
State House  
Columbia

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**because it costs a lot to learn to make people better**

**Better because you can't afford them significant tax advantages**

**because it costs a lot to learn to make people better**

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As part of the media relations team for Bank of America's Asset Management Group, MarketWave team member Allison Holliday worked to secure coverage and build the bank's reputation as a wealth manager with media, investors and the financial community. While there, Holliday also worked with the state of South Carolina to launch and promote its 529 college savings program, FUTUREScholar<sup>SM</sup>, which would be managed by Bank of America, including a press conference and special event.