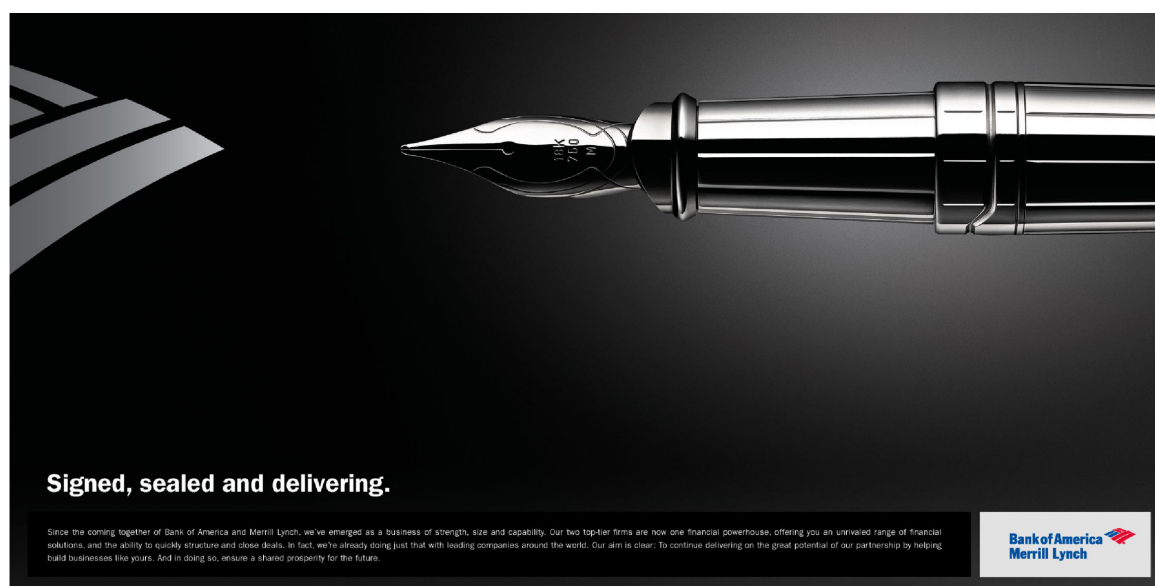


NEWS: IDENTITY AND ADVERTISING CAMPAIGN FOR BANK OF AMERICA MERRILL LYNCH UNVEILED BY THE BRAND UNION

Date: 19 June 2009

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This Thursday, Bank of America will unveil the new face of its Global Commercial Banking, Global Corporate & Investment Banking and Global Markets businesses – to be known as Bank of America Merrill Lynch – in a new international advertising campaign. The new identity and the advertising campaign were created by global brand agency The Brand Union, part of WPP.

Ending months of speculation since the buy-out in September last year, the new identity acknowledges the heritage of Merrill Lynch's 95-year old brand, and skillfully weds it to Bank of America's iconic mark (originally designed by The Brand Union in 1998*). Says Anne Finucane, Chief Marketing Officer for Bank of America, "*Combined, the brands are stronger than either on their own.*"

Bank of America Merrill Lynch is one of Bank of America's three major businesses, providing broad financial services to mid-market, corporate and institutional clients.

As WPP's lead brand agency within the Bank of America team, The Brand Union partnered with Bank of America following its acquisition of Merrill last year, to identify the right brand strategy to help the international powerhouses forge a new path ahead as one new entity.

This appointment builds on The Brand Union's existing relationship with the bank, initially selected to spearhead Bank of America's marketing push in EMEA and later appointed as the bank's global brand partner to handle the merger.

The Brand Union, a WPP-owned brand agency with 21 offices around the world, created the original identity for Bank of America in 1998. The project is serviced globally, with delivery from both the London and New York office.