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EDVENTURE CHILDREN'S MUSEUM JOINS BANK OF AMERICA MUSEUMS ON US® PROGRAM

The Program Offers Free Museum Access to Bank Cardholders at EdVenture Children's Museum and 150 Other Museums Across the U.S. on the First Full Weekend of Each Month

COLUMBIA, SC– March 1, 2011– EdVenture Children's Museum announced today its participation in the Bank of America *Museums on Us*® program, which provides Bank of America and Merrill Lynch cardholders free general admission to 150 of the nation's finest arts, cultural and educational institutions during the first full weekend of every month. This is EdVenture's third year participating in the program.

To qualify for the *Museums on Us*® program, Bank of America/Merrill Lynch customers simply present their credit or debit card and a valid photo ID to gain free general admission* to any participating institution.

“We are delighted to participate in this exciting program,” said K. Wayne Thornley, director of marketing for EdVenture. “Thousands of Bank of America cardholders have taken advantage of this wonderful program at EdVenture.”

The *Museums on Us*® program, now in its 14th season, has experienced major growth in recent years due to increased demand, bringing the total geographic reach to 85 cities in 29 states.

“We are proud to partner with EdVenture to enable residents and visitors to take part in exploring culture,” said Kim Wilkerson, South Carolina president for Bank of America. “By continuing to support and expand our *Museums on Us*® program, we offer our customers access to diverse arts and cultural resources and help our non-profit partners increase their audiences.”

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For a complete listing of *Museums on Us*® participating museums and other program information, visit www.bankofamerica.com/museums.

* *Museums on Us*® is not valid for special exhibitions, fundraising events or ticketed shows. Not to be combined with any other discounts or offers. Free admission does not guarantee reservation. Valid only for Bank of America cardholders, regular admission applies to additional guests. Offer valid the first full weekend of each month through December 3 and 4, 2011.

About EdVenture

The mission of EdVenture is to inspire children to experience the joy of learning. EdVenture is dedicated to lifelong learning through its 92,000 square feet of indoor and outdoor interactive exhibit space and in its educational outreach programs and after school programs. The museum has welcomed visitors from all 50 states and 18 foreign countries, creating shared experiences and memories for families learning together. For more information about EdVenture, visit www.edventure.org or call (803) 779-3100.

About Bank of America and The Arts

As one of the world's largest financial institutions and a major supporter of arts and culture, Bank of America has a vested interest and plays a meaningful role in the international dialogue on cultural understanding. As a global company, Bank of America demonstrates its commitment to the arts by supporting such efforts as after-school arts programs, grants to help expand libraries, programs to conserve artistic heritage as well as a campaign to encourage museum attendance. Bank of America offers customers free access to more than 150 of the nation's finest cultural institutions through its acclaimed *Museums on Us*® program, while *Art in our Communities*® shares exhibits from the company's corporate collection with communities across the globe through local museum partners. The Bank of America Charitable Foundation also provides philanthropic support to museums, theaters and other arts-related nonprofits to expand their services and offerings to schools and communities. Bank of America partners with more than six thousand arts institutions worldwide.

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