



Rewards and Recognition

Your rewards

Because you've earned them

Our history reflects more than 150 years of associate dedication to building the nation's most powerful franchise through the challenges of mergers and acquisitions. Our future depends on our ability to leverage the relationships we've established with our 30 million households.

Our goals are clear — we must focus on attracting, retaining and deepening relationships with customers and clients by providing a full range of financial services and products, and make every customer or client experience with us better, easier and more satisfying.

Loyalty will make this happen — not only among our customers and clients, but also among the thousands of associates who are committed to being the people who make banking work for customers and clients in ways it never has before.

Research has shown us that associate satisfaction translates to customer and client satisfaction.

- A recent Gallup study found that the primary driver of customer loyalty and relationship growth isn't location, price, product or advertising — it's people.
- The key to an enduring relationship is personal interaction; to our customers and clients, you are the Bank of America brand.

During 2001, reward and recognition programs will help build loyalty through choice. No longer will there be a "one-size-fits-all" reward and recognition program. Instead, programs will be aligned better with our company philosophy and business objectives, and:

- Provide you with more opportunities for recognition
- Engage more of your colleagues
- Encourage and reward teamwork
- Give you more control and choice over your rewards

Your rewards

A new reward and recognition component that lets you choose your performance reward.

- This "points-based" structure is similar to a frequent flyer program where you earn points based on your performance.
- Points are redeemable for travel, merchandise or Bank of America Store gift certificates.
- You can redeem your points for an award at any time or you can accumulate points.

Customer's Experience Leadership Awards

This is the primary means of providing immediate recognition for doing the right thing for our customers, clients, communities, shareholders and each other.

Both associates and managers should use this program regularly to recognize outstanding performance. (Review your Customer's Experience Leadership Awards associate booklet, or visit the "customer/client experience" link on Insite for detailed information.)

Your rewards

Because you've earned them

Our history reflects more than 150 years of associate dedication to building the nation's most powerful franchise through the challenges of mergers and acquisitions. Our future depends on our ability to leverage the relationships we've established with our 30 million households.

Our goals are clear — we must focus on attracting, retaining and deepening relationships with customers and clients by providing a full range of financial services and products, and make every customer or client experience with us better, easier and more satisfying.

Loyalty will make this happen — not only among our customers and clients, but also among the thousands of associates who are committed to being the people who make banking work for customers and clients in ways it never has before.

LEND Award

The annual Leadership Excellence in Neighborhood Development (LEND) Award honors associates who make significant contributions to community development through either bank work or external outreach activities in underserved areas.

Rewards and Recognition Web site

Find everything you need to stay informed about the 2001 Reward and Recognition programs by clicking on the Reward and Recognition link on Insite, the Commercial Bank of Knowledge or banking center homepage, beginning January 2, 2001.

Through the Intranet you can access complete program information including online performance reports (model/California markets), the awards catalog and your personal profile and account. January 2, 2001 access www.yourrewards.bankofamerica.com through the Internet to review your personal account information and the awards catalog 24 hours a day.

Doing the right thing

Reaching our goal of becoming the recognized leader of financial services companies will take the efforts of all associates and a continued commitment to our corporate values, which are:

- Doing the right thing
- Trusting and teamwork
- Inclusive meritocracy
- Winning
- Leadership

Each of us has a responsibility for helping people realize their dreams, and with that responsibility comes your rewards — because you earned them.