



Press/Analyst Contact:

Mark Southam
Event Director- CIO Finance
mark.southam@cdmmedia.com
+1 808 694 3654

Torey Herr
Marketing / Events Manager
CDM Media USA Inc.
torey.herr@cdmmedia.com
+1 808 694 3660

FOR IMMEDIATE RELEASE

Marc Gordon, Global CTO, Bank of America, to Deliver Keynote Speech at 2008 'CIO Finance Summit'

June 12, 2008- 'CIO Finance Summit' 2008 is pleased to announce that Marc Gordon, Global CTO, Bank of America, will deliver this year's Keynote Speech as a part of the summit's Gala Reception. The Keynote Speech delves into the operational and technological challenges faced by a leading IT executive in the financial services industry and allows for the discussion of innovative new ways to further drive competitive advantage.

Of Marc's attendance, Glenn Willis EVP, 'CIO Finance Summit', said "Marc is the leading IT executive from the largest and most successful bank in the world. In order to keep that status he has to be adding immeasurable value to the business. With Bank of America leading the way in many advanced areas such as mobile banking and Enterprise 2.0; it's testament that we've made the right choice to invite Marc as the Keynote Speaker."

Marc Gordon held the title of CIO, Consumer and Corporate Staff Technology across at Bank of America until his recent promotion to Global Chief Technology Officer. Gordon is responsible for partnering with multiple lines of business to deliver technology solutions in order to achieve their business growth, cost efficiency and customer delight goals. He is also responsible for the Global Delivery Center of Expertise, which provides business process and technology services at Bank of America's Information Strategy Department to support quantitative analytics across lines of business.

Gordon joined Bank of America in August 2004 with extensive retail industry experience from roles achieved at retailers such as Best Buy, West Marine Products and the Timberland Company. Gordon joined Bank of America from Best Buy, a \$24 billion consumer electronics and entertainment company, where he served as EVP Supply Chain and CIO.

Formerly, CIO, Consumer Banking Division, Bank of America, Marc Gordon was promoted to Global Chief Technology Officer at the company, a title he will officially attain effective July 1, 2008. As Global CTO, Gordon will be responsible for aligning technology activities such as network computing, information analytics, global delivery, information security and business continuity on a global scale.

-more-



©2008 CDM Media USA. All Rights Reserved. CDM Media, CIO Finance Summit, the CDM Media logo and the CIO Finance Summit logo are either registered trademarks or trademarks of CDM Media USA Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

Marc's participation at the 'CIO Finance Summit' will include delivering the main Keynote Speech as a part of the Gala Reception held Tuesday, September 23rd from 7:00pm – 9:00pm. This exquisite gala will be followed by the highly anticipated Jazz themed Cognac tasting and Cigar sampling.

The 'CIO Finance Summit' continues to be recognized as the leading business technology gathering within the financial services industry and is an event that will ensure strategic business meetings complimented by extraordinary opportunities for networking with the most successful CIOs in the financial services industry. The business technology summit will take place at the Four Seasons Resort in Scottsdale, AZ, Sept. 22-25, 2008. For more information and the latest news, please visit www.ciofinancesummit.com.

Bank of America

Bank of America is one of the world's largest financial institutions, serving individual consumers, small and middle market businesses and large corporations with a full range of banking, investing, asset management and other financial and risk-management products and services. The company provides unmatched convenience in the United States, serving more than 59 million consumers, clients in more than 150 countries, and has relationships with 99 percent of the US Fortune 500 companies and 83 percent of the Fortune Global 500.

CIO Finance Summit

The SBS Division of CDM Media has a very credible reputation of delivering strategically positioned, content driven events to C-level clientele from the Fortune 1000. With experience in over 20 different vertical markets and international experience on delivering intimate, effective business summits. 'CIO Finance Summit' will be the gathering where executives develop great business ideas and lasting relationships with their peers and colleagues.

###