

For more information contact:
Julie Gates
Julie Gates Public Relations
562-429-5972
jgatespr@yahoo.com
for MIND Research Institute

News Release

FOR IMMEDIATE RELEASE

Local Bank of America Executive Joins Non-Profit MIND Research Institute Board of Directors

**MIND Research taps Bank of America Executive to further its mission
of math success for students in grades K-12**

SANTA ANA, CA, June 25, 2008 – The non-profit education researcher and publisher MIND Research Institute, based in Santa Ana, named Bank of America Market President and Premier Banking & Investments (PB&I) Southwest Division Executive, Kim Burdick, as a new member of its Board of Directors. Burdick, a North Tustin resident, was chosen to represent Bank of America on MIND's Board. Bank of America has supported MIND's acclaimed math education programs that now serve 300 schools and 59,000 students since 2004. As a major Orange County employer, the company has a vested interest in building math and problem-solving skills that are critical to students' academic and economic futures.

In 2005, MIND Research was the recipient of the Bank of America Foundation's Neighborhood Excellence Awards, a competitive award program recognizing community organizations that set themselves apart, are active visionaries, have strong leaders, and create vibrant neighborhoods. One of two such awards given to organizations in Orange County, the Neighborhood Excellence Award allowed MIND Research to provide its visual math education program to eight Santa Ana elementary schools for two years. The benefiting schools included: Carl Harvey Elementary, Davis Elementary, Franklin Elementary, Hoover Elementary, King Elementary, Madison Elementary, Thorpe Elementary, and Washington Elementary.

"Bank of America is a strong supporter of the community and shares our goal to help provide local students with an education that will help them to become successfully employed in jobs that require higher math skills," said Ted Smith, Chairman of the MIND Research Institute Board of Directors. "Kim has taken a

(more)

leadership role at Bank of America in supporting student achievement in math as part of his ongoing efforts to build healthy communities. His background in a math-driven field and his first-hand experience with music makes him an excellent fit for the MIND Research Institute.”

Burdick joined Bank of America in 1980 and has dedicated his career to building the firm’s presence both locally and nationally. He was named Consumer Region Executive in both Los Angeles and Orange County in 1987. He has served as the Consumer Strategic & Initiative Planning Executive and has been responsible for the Southwest Division of the Bank of America Premier Banking & Investments line of business since 2001. Burdick also serves as Market President for Bank of America in Orange County. Burdick graduated from the University of California, Los Angeles, where he was a drum major with the school’s band all four years, and completed graduate studies at Southern Methodist University and at the University of Arizona.

In addition to serving on the board of MIND Research, Burdick also holds board positions with the Orange County Performing Arts Center and Chapman University. A proponent of community participation, Burdick spearheads annual contributions of nearly \$1.5 million by senior Orange County executives. Beneficiaries have included such nonprofits as Think Together and the Orange County Performing Arts Center, in addition to MIND Research.

The MIND Research Institute is a non-profit education researcher and publisher. MIND applies its distinctive visual approach to illustrating concepts and building problem-solving skills as the basis for innovative, research-proven math education programs for elementary and secondary schools. The programs include the *ST Math*[™] patent-pending instructional software for K-5 students, *ST Math*[™]: *Algebra Readiness* for intervention at the secondary level, and *Algebra Readiness: Blueprint for the Foundation of Algebra* a comprehensive program featuring a textbook and integrated courseware. The visual approach taps into each student’s innate ability to do spatial-temporal (ST) reasoning and problem-solving, and is effective at engaging students at all levels of language or academic proficiency. There are currently 300 schools in California, Texas and 13 other states, and more than 59,000 students and 3,500 teachers participating in the program. For more information, visit <http://www.mindresearch.net>.