



June 18, 2012

Mr. Brian Moynihan  
President and CEO  
Bank of America

Dear Mr. Moynihan:

The Animal Agriculture Alliance has been a customer of Bank of America for more than two decades. I am writing today to express my dismay at your decision to provide financial support to the Humane Society of the United States (HSUS) through a new Visa Cash Rewards credit card promotion. HSUS is a radical animal rights organization that is not affiliated with local animal shelters and instead uses its more than \$100 million budget to threaten America's hardworking farmers and ranchers.

While many Americans mistakenly believe HSUS is the national organization affiliated with local animal shelters, very little of its funding is used for hands-on animal care. Instead, HSUS uses its resources to attack farmers and ranchers with legislation, litigation, and public relations smear campaigns. HSUS shares the same goal as the notoriously extreme group People for the Ethical Treatment of Animals (PETA) - the total elimination of meat, milk and eggs from all of our diets. Obviously, this ideology doesn't reflect the values of most Americans.

**Your decision to partner with HSUS has prompted us to reconsider our banking relationship, and we will urge our members to do the same.** The Animal Agriculture Alliance, a national 501(c)(3) non-profit organization, is a broad-based coalition of individual farmers, ranchers, producer organizations, suppliers, packer-processors, private industry scientists, veterinarians and retailers. Collectively, we represent more than two million individuals.

I strongly encourage you to reconsider Bank of America's support for HSUS. To learn more about the Alliance or about the threats being made against today's agriculture industry by animal rights organizations such as HSUS, please do not hesitate to contact me.

Thank you for your time and consideration.

Sincerely,

Kay Johnson Smith  
President and CEO  
KJohnson@animalagalliance.org

Chris Ashworth, DVM  
Chairman, Animal Agriculture Alliance  
Owner, New Frontier Angus Ranch

*CC: Charles Holliday, Jr., Anne Finucane*