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Advanta has been privileged to enjoy a long and fruitful relationship with the Philadelphia Museum of Art for the past 25 years and we are pleased to continue this partnership by sponsoring *Salvador Dalí*.

Creativity has been the cornerstone of Advanta's success since we began our company in 1951 and the inspiration we and others will draw from Salvador Dalí supports his legacy as one of the most forward thinking and innovative artists of the twentieth century.

In addition to being an artistic genius, Dali was a sage entrepreneur who employed creative ways to promote his product, an approach that resonates with Advanta and our continuing goal to deliver innovative solutions and opportunities to our 1.2 million small business cardholders.

Advanta's sponsorship of *Salvador Dalí* is part of our long-standing commitment to the communities in which our employees live and work, primarily the Greater Philadelphia Region and Salt Lake City, Utah. We believe that art and culture play a vital role in a successful business climate. Art awakens the senses and ignites the mind, teaching us more about ourselves, our own potential and our world. At Advanta, art is much more than a message from the past; it is a gateway to the future.

We are grateful for the hard work and dedication of all those who helped bring this retrospective to life. Very special thanks go to the staff of the Philadelphia Museum of Art, with whom we are extremely proud to be partners in this magnificent project. In 1996, Advanta collaborated with the Philadelphia Museum of Art on the spectacular exhibition *Cezanne*. We are pleased to be able to play a part in bringing another world-class exhibition to the United States.

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