

Press Release



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The Bank of New York Mellon Launches New DR Insight Platform Powered by Sophisticated Shareholder Identification Technology

NEW YORK, June 23, 2008 – The Bank of New York Mellon, the global leader in asset management and securities servicing, has launched an enhanced version of DR Insight (formerly ADR Insight), its interactive, web-based institutional shareholder identification and targeting system. Using new, robust data and technology powered by Ipreo®, the upgraded DR Insight allows users to conduct highly refined searches and to group data in a format that simplifies the process of tracking institutional investors and their depositary receipt (DR) holdings.

DR Insight is a tool for investor relations professionals to identify, target and track interactions with institutional holders of DRs. With data on thousands of institutional investors, DR Insight helps depositary receipt issuers analyze trends and conduct peer analyses. The enhanced system improves the user experience by offering streamlined navigation and customizable analytic capabilities, as well as integrated proprietary intelligence and client relationship management functionality.

Overall, DR Insight's new technology will enable dramatically increased functionality throughout. Users will benefit from a comprehensive upgrade that includes new graphing capabilities, calendar and "briefing book" features, along with a more refined search capability.

"Our DR clients worldwide have come to rely on DR Insight as an essential investor relations planning tool," said Michael Cole-Fontayn, chief executive officer of The Bank of New York Mellon's Depositary Receipt Division. "This powerful new version is just the latest example of our commitment to incorporating industry-leading technology into products that bring value to DR issuers."

The Bank of New York Mellon's Depositary Receipt business is conducted through The Bank of New York subsidiary, which acts as depositary for more than 1,300 American and global depositary receipt programs, acting in partnership with leading companies from 64 countries. With an unrivaled commitment to helping securities issuers succeed in the world's rapidly evolving financial markets, the Company delivers the industry's most comprehensive suite of integrated depositary receipt, corporate trust and stock transfer services. Additional information is available at www.bnymellon.com/dr.

The Bank of New York Mellon Corporation is a global financial services company focused on helping clients manage and service their financial assets, operating in 34 countries and serving more than 100 markets. The company is a leading provider of financial services for institutions, corporations and high net-worth individuals, providing superior asset management and wealth management, asset servicing, issuer services, clearing services and treasury services through a worldwide client-focused team. It has more than \$23 trillion in assets under custody and administration, more than \$1.1 trillion in assets under management, and services \$12 trillion in outstanding debt. Additional information is available at bnymellon.com.

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