

Press Release



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BNY Mellon Wealth Management Launches New Internet Platform for Clients

Private Workbench Features Sophisticated Capabilities for Family Offices and Wealthy Individuals

BOSTON, February 4, 2008 – BNY Mellon Wealth Management has launched a new Internet platform for family offices and wealthy individuals that provides a comprehensive view of a client's entire relationship with the company while offering powerful reporting, information delivery, notification and collaborative tools.

The new platform, called Private Workbench, builds on the organization's formidable institutional capabilities to serve its clients and is the result of an 18-month, multimillion dollar effort involving extensive research and development with a cross-section of family offices, advisors and individuals. Private Workbench caters to the personalization and intuitive design demands of clients while offering unrivaled reporting capabilities that satisfy the most complex information requirements.

"Our site provides clients with a single sign-on view of their entire wealth management relationship with us and it offers innovative and personalized capabilities that are unequaled in the industry," said David F. Lamere, CEO of BNY Mellon Wealth Management. "As the smart use of technology increasingly differentiates providers in the wealth management space, Private Workbench will provide a pathway to service excellence and client satisfaction that few providers can match."

By focusing on the preferences and needs of its clients, BNY Wealth Management designed a number of user-friendly features in Private Workbench, such as allowing family office clients to view units of a family partnership or pool based on his or her percentage of ownership and to drill down to individual security holding views. Clients can also use the platform's data warehousing capabilities for convenient storage and history of client statements, tax documents, and communications.

Private Workbench also offers these key functions:

- Reporting: clients have a wide selection of standardized reports on holdings, transactions and analytics, as well as the ability to choose from hundreds of customized report options that can be built to user specifications and downloaded to Excel, PDF or other formats;
- Secure messaging and online collaboration: clients can communicate and collaborate online with their relationship manager at BNY Mellon Wealth Management, as well as members of their advisory team such as accountants, lawyers or consultants;
- Personalized alerts: clients can set their own preferences for automatic notifications about their accounts across many different parameters, such as asset allocation percentages, account values, taxable events, security holdings, and transaction size;

- Banking, brokerage and funds transfer: clients have access to their online banking, brokerage and funds transfer needs;
- Comprehensive information: detailed and integrated information on all aspects of a client's relationship with BNY Mellon Wealth Management.

BNY Mellon Wealth Management is among the nation's leading wealth managers, with more than two centuries of experience in providing investment management, wealth and estate planning, and private banking and finance services to financially successful individuals and families, their family offices and business enterprises, charitable gift programs, and endowments and foundations. It ranks as one of the top 10 US wealth managers with approximately \$170 billion in private client assets and an expansive network of more than 80 offices globally. BNY Mellon Wealth Management products and services are provided by subsidiary banks and trust companies of The Bank of New York Mellon Corporation.

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 \$20 trillion in assets under custody and administration, more than \$1.1 trillion in assets under management and services \$11 trillion in outstanding debt. Additional information is available at bnymellon.com.

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