

Press Release



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BNY Mellon's Pershing Unit Expands Suite of SWIFT Messaging Capabilities for Global Financial Services Organizations

JERSEY CITY, N.J., October 14, 2009 – Pershing LLC, a BNY Mellon company, announced today that it has expanded its Society for Worldwide Interbank Financial Telecommunication (SWIFT) messaging capabilities for its introducing broker-dealer customers. The enhanced SWIFT offering provides financial services organizations with access to a wide range of secure financial messages which enables them to communicate more efficiently and effectively with Pershing across critical business and operational areas.

Pershing has offered its customers SWIFT messaging services since 2001 to help them communicate clearance and settlement and position and balance information. The expanded SWIFT messaging offering now enables financial services organizations to communicate a broader array of U.S. and non-U.S. dollar-related activities such as order management, position and balance information and corporate actions.

Frank La Salla, managing director of the global securities services group at Pershing said, "SWIFT messaging has been, and continues to be, an important vehicle for our customers throughout Europe and Asia to communicate with our platform. This expanded offering will help our customers enhance their operational efficiency and underscores our steadfast commitment to provide our global customers with the tools and technology solutions they need to better serve their investors and grow their businesses."

SWIFT is a member-owned cooperative that provides the communications platform, products and services to connect over 8,500 banking organizations, securities institutions and corporate customers in more than 200 countries. SWIFT enables its users to exchange automated, standardized financial information securely and reliably, thereby lowering costs, reducing operational risk and eliminating operational inefficiencies. SWIFT also brings the financial community together to work collaboratively to shape market practice, define standards and debate issues of mutual interest. Additional information is available at www.swift.com.

Pershing LLC (member FINRA/NYSE/SIPC) is a leading global provider of financial business solutions to more than 1,150 institutional and retail financial organizations and independent registered investment advisors who collectively represent approximately five million active investors. Located in 20 offices worldwide, Pershing and its affiliates are committed to delivering dependable operational support, robust trading services, flexible technology, an expansive array of investment solutions, practice management support and service excellence. Pershing is a member of every major U.S. securities exchange and its international affiliates are members of the Deutsche Börse, the Irish Stock Exchange and the London Stock Exchange. Pershing LLC is a BNY Mellon company. Additional information is available at www.pershing.com.

BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation. BNY Mellon 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 \$20.7 trillion in assets under custody and administration, \$926 billion in assets under management, services \$11.8 trillion in outstanding debt and processes global payments averaging \$1.8 trillion per day. Additional information is available at www.bnymellon.com.
