

Press Release



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BNY Mellon Appointed as Depository Bank by Sterling International Enterprises Limited

NEW YORK, December 22, 2009 — BNY Mellon, the global leader in asset management and securities servicing, has been selected by Sterling International Enterprises Limited (Sterling International) as the depository bank for its sponsored Global Depository Receipt (GDR) program. Each Sterling International GDR represents four equity shares. The GDRs have been officially listed on the Euro MTF market of the Luxembourg Stock Exchange (LuxSE). Sterling International's equity shares trade on the Bombay Stock Exchange under the symbol "STEERINTER." The Sterling GDRs and equity shares have not been registered under the U.S. Securities Act of 1933 and may not be offered or sold in the U.S., absent registration or an applicable exemption from the registration requirements.

Sterling International is a Mumbai-based information technology company engaged in providing information technology and equipment leasing services globally. The company maintains contact centers in Pune, Vadodara and Mumbai, India. Sterling International provides specialized services to companies worldwide in IT infrastructure management, tech support financial services, insurance, and healthcare services.

"The Indian software industry is a continuously growing and important market for BNY Mellon," said Michael Cole-Fontayn, chief executive officer of BNY Mellon's Depository Receipts business. "We welcome the opportunity to serve Sterling International and aid in their effort to expand their presence in the global markets with our various visibility enhancing initiatives."

BNY Mellon has been providing high quality customer service and pioneering technology to financial institutions in India for more than 20 years. Since the founding of its representative office in Mumbai in 1983, the firm has offered a wide variety of financial products and services, including depository receipts, trade finance, and global payments.

BNY Mellon acts as depository for more than 2,100 American and global depository receipt programs, acting in partnership with leading companies from 67 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 depository receipt, corporate trust and stock transfer services. Learn more at www.bnymellon.com/dr.

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 \$22.1 trillion in assets under custody and administration and \$966 billion in assets under management, services \$11.9 trillion in outstanding debt and processes global payments averaging \$1.6 trillion per day. Additional information is available at bnymellon.com.

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