

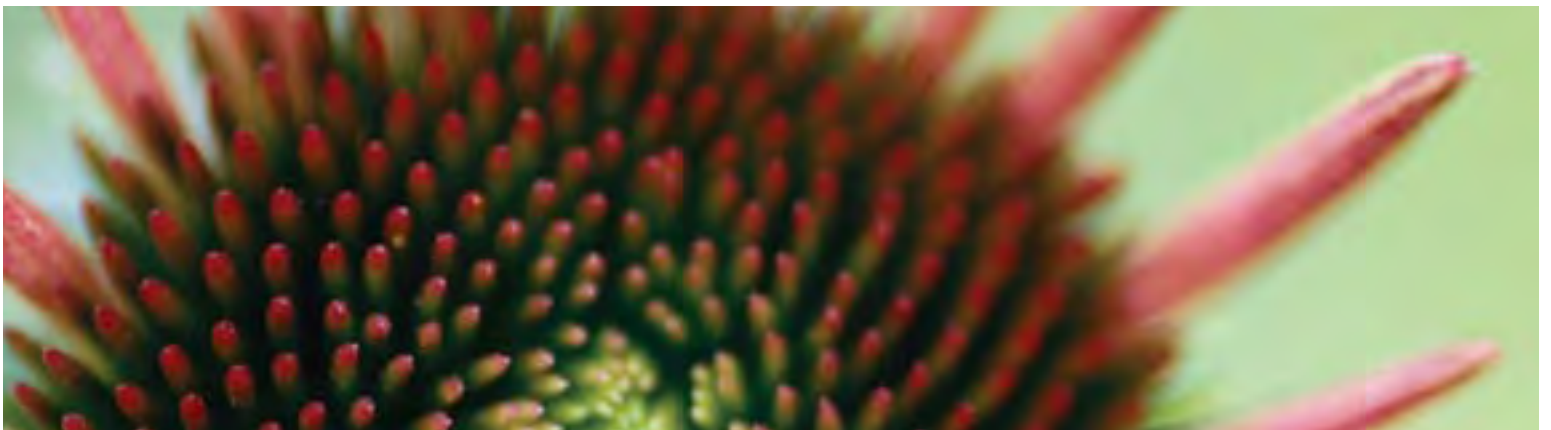


THE BANK OF NEW YORK MELLON



Focus on Sustainability

Corporate Social Responsibility | 2008 Report





Our Corporate Social Responsibility Model

Our Corporate Social Responsibility (CSR) program is strongly linked to our company's core values of Client Focus, Trust, Teamwork and Outperformance. Our CSR commitment dovetails with what we do each day to demonstrate those values to our clients, our shareholders, our colleagues and our communities.

In a time of unprecedented challenges for the financial services industry, our values are integral to our ability to outperform for all our stakeholders. Our success as a company is directly connected to the trust we inspire by acting with the highest standards of ethics and compliance. And it's never been more important to work as a team, communicating frequently and openly about the challenges and opportunities ahead. As a leader in the global financial services industry, we have a clear responsibility to live our values as we fulfill critical commitments to our stakeholders — while always staying focused on our clients and on the future.

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