

# Press Release



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## **BNY Mellon Asset Servicing Announces New 130/30 Large Capitalization Universe**

*Allows clients to compare long/short manager performance and assess results versus long-only products*

*Other enhancements help define, clarify 130/30 portfolio exposure*

BOSTON, July 15, 2008 – BNY Mellon Asset Servicing, the global leader in asset servicing, has introduced a 130/30 Large Capitalization Peer Group Universe through its Performance & Risk Analytics (P&RA) product line. The new universe allows institutional investors both to compare managers overseeing 130/30 strategies as well as to compare the 130/30 Large Cap Universe's performance against a traditional "long-only" universe. Given the higher management fees typically associated with long/short strategies, the comparisons can help investors determine the cost-benefit of these alternative investment vehicles.

Investment managers are also using the 130/30 Universe to compare their performance against competitors. "We've been searching for a way to evaluate ourselves relative to other enhanced equity 130/30 managers while still showcasing our strategy relative to a long-only approach," said David Purdy, client service and marketing representative of Acadian Asset Management. "Using the new BNY Mellon 130/30 Large Cap Universe lets us demonstrate our skills to clients and also highlight the advantages of a long/short mandate."

"The explosion of 130/30 and similar long/short funds means a lot of choices for investors, and with it has come the need for comprehensive data on which to assess providers and weigh relative performance," said Greg Stewart, regional product manager—Americas for P&RA at BNY Mellon Asset Servicing. "The 130/30 Large Cap Universe is just one of several initiatives we've launched to better inform client decision-making and analysis when it comes to long/short strategies."

BNY Mellon also has enhanced its Equity Profile report to allow clients to view their long, short, and total portfolio exposures and fundamental make-up, offering greater clarity on portfolio structure. "By analyzing it from three different angles, we get a better picture of portfolio exposure and can help provide a greater level of transparency to our clients," said Serra Sonmez, CFA, vice president of client service for the 130/30 Value strategy at Cramer Rosenthal McGlynn, LLC.

BNY Mellon Asset Servicing offers clients worldwide a broad spectrum of specialized asset servicing capabilities, including custody and fund services, securities lending, performance and analytics, and execution services. BNY Mellon Asset Servicing provides services through The Bank of New York Mellon and other related companies.

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](http://bnymellon.com).

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