

Press Release



THE BANK OF NEW YORK MELLON

Contacts: **The Bank of New York Mellon** **Apple Bank for Savings**
 Ron Sommer James G. Matera
 + 1 412 236 0082 +1 212 224 6453
 ron.sommer@bnymellon.com jmater@apple-bank.com

Apple Bank to Provide Remittance Services to Retail Customers Using The Bank of New York Mellon's Remit WorldwideSM

NEW YORK, September 9, 2008 – The Bank of New York Mellon today announced that it will be providing its Remit WorldwideSM private-label global remittance services solution to Apple Bank, the third largest savings bank in New York State, enabling Apple to provide worldwide remittance services to consumers at its retail banking locations.

Provided by The Bank of New York Mellon's Treasury Services group, Remit WorldwideSM is a robust private-label solution that enables customers of client banks to remit funds directly to beneficiaries overseas. A major form of cross border funds transfer, remittances represent an important growth opportunity for the banking industry.

"Providing services that respond to the broadest possible range of customer needs is key to our competitive strategy," said Jim Matera, Senior VP and Head of Retail Banking at Apple Bank. "We are confident that our customers will welcome what we are calling AppleGram(sm) and the opportunity to carry out remittance transactions in a secure, convenient banking environment."

"Apple is an outstanding example of how banks can use our private-label services to grow their business, delivering technology-rich products in an innovative, cost-efficient manner," said Al Briand, managing director and head of product management and business strategy with The Bank of New York Mellon's Treasury Services group. "Apple's extensive presence in the New York metro area makes remittances a perfect fit for their products and services portfolio," said Michael Bellacosa, Vice President, Payment Services with The Bank of New York Mellon. "We are extremely excited to have them as a Remit WorldwideSM client."

Recognized by *Global Finance* magazine earlier this year as the leading provider of treasury products and services for client banks, The Bank of New York Mellon's Treasury Services group provides Remit WorldwideSM as part of an extensive portfolio of white-label solutions, including a comprehensive suite of cash management and trade finance services. Delivering high-quality performance in global payments, trade services, cash management, capital markets, foreign exchange and derivatives, Treasury Services helps clients optimize cash flow, manage liquidity and make payments more efficiently around the world in more than 100 currencies. The Bank of New York Mellon is the third largest participant in CHIPS funds transfers in the U.S. and is the world's seventh largest participant in SWIFT.

Operating from 50 full-service branch locations in the metro New York area, Apple Bank is a state-chartered savings bank that traces its New York origins back to 1863. For more information, visit www.applebank.com.

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.
