

Press Release



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BNY Mellon Asset Servicing Product Manager Wins Award For Excellence in Performance Measurement Writing

BOSTON, December 2, 2008 – BNY Mellon Asset Servicing, the world leader in securities servicing, announced that analytics product manager David Asermely has won The Spaulding Group's prestigious Peter O. Dietz award for excellence in performance measurement writing for his white paper "Long/Short Portfolio Analytics." As the winner, Asermely will be invited to keynote the group's PMAR (Performance Measurement, Attribution & Risk) conference in May 2009.

Asermely's paper, published in the Summer 2008 edition of *The Journal of Performance Measurement*[®], highlights best practices in aggregating and analyzing performance analytics for enhanced active equity portfolios – such as 120/20 and 130/30 products – and market-neutral portfolios. He worked closely with investment managers and plan sponsors for two years in researching the study. An employee since 2001, Asermely is responsible for product management within BNY Mellon Asset Servicing's Performance & Risk Analytics product line.

"We're proud of David for winning this prestigious honor and for his continual efforts to advance our thought leadership in this area," said Greg Stewart, first vice president and regional product manager at BNY Mellon Asset Servicing. "Long/short products have drawn intense market interest the past few years, and we believe David's work brings great value not only to our organization but more importantly to our clients who manage or invest in such portfolios."

Each year, The Journal of Performance Measurement's advisory board casts ballots to decide who will be the Dietz recipient. The award is named for Peter O. Dietz, whose seminal work, "Pension Funds – Measuring Investment Performance," was the basis for industry performance reporting standards. Dietz is also known for the Modified Dietz Method and other formulas to calculate rates of return still widely used today.

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 offers its products and services through The Bank of New York Mellon and other subsidiaries of The Bank of New York Mellon Corporation.

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 \$22.4 trillion in assets under custody and administration, approximately \$1.1 trillion in assets under management and services approximately \$12 trillion in outstanding debt. Additional information is available at bnymellon.com.
