

Press Release



THE BANK OF NEW YORK MELLON

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The Bank of New York Mellon Adds Mobile Messaging to Remit Worldwide™

New mobile feature allows remittance beneficiaries to receive notification and necessary instructions via free text messaging

NEW YORK, February 9, 2009 — The Bank of New York Mellon today announced the addition of Remit Worldwide AlertSM text messaging to Remit Worldwide[™], the white-label service provided by client banks to deliver remittance services to retail customers.

Utilizing Short Message Service (SMS) functionality, Remit Worldwide Alert facilitates text message notifications to nearly 200 countries worldwide. Providing information about the incoming payment for beneficiaries to pickup the remittance at a Remit Worldwide-authorized payout location, this new mobile messaging feature allows for easy communication regarding remittance payment information without the need for voice or e-mail communication.

“Remit Worldwide Alert is a good example of how we’re utilizing Remit Worldwide’s basic architecture as a Web-based technology to enhance our communication features, and thereby make the remittance process easier and more attractive to bank customers,” said Wendy Miller, Director of Remittance Services. “Combining the security of bank-based financial services with user-friendly features is key to making banks more competitive in the growing remittance space, and is driving our continuing development of remittance service enhancements.”

Recognized for the second consecutive year in 2009 by *Global Finance* magazine as the leading provider of white-label treasury products and services for client banks, The Bank of New York Mellon’s Treasury Services group provides Remit Worldwide as part of an extensive portfolio of Enterprise Treasury Services solutions, including cash management, trade, and back-office outsourcing 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 sixth largest participant in SWIFT.

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 \$20.2 trillion in assets under custody and administration, \$928 billion in assets under management and services more than \$11 trillion in outstanding debt. Additional information is available at www.bnymellon.com.
