

# Press Release



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## **BNY Mellon Shareowner Services Hosts Webinar on Recent Innovations in Equity Issuances and Derivatives**

JERSEY CITY, N.J., January 27, 2010 — BNY Mellon today announced an on-line seminar, Tools for Improving the Right Side of the Balance Sheet, that will provide insights from experts in the BNY Mellon corporate family into the use of innovative equity issuances and derivatives to improve their management of debt and shareholder equity during these unpredictable economic times.

Taking place on Thursday, January 28, 2010 at 2:00 PM EDT, the Webinar will explore alternatives to traditional equity capital raising and first generation (non-exotic) derivatives. Dan de Menocal, managing director and head of equity capital markets at BNY Mellon Capital Markets, will explain “at the market” equity offerings, an equity finance option that provides attractive measures of flexibility and control to issuers pursuing de-leveraging and recapitalization strategies. Marton T. Woros, managing director at BNY Mellon Global Markets, will explain how companies are successfully using swaps to hedge interest rate exposure, manage a fixed and/or floating mix and weigh risk against profit.

Parties interested in attending the seminar should Contact Beverly Verrico, [beverly.verrico@bnymellon.com](mailto:beverly.verrico@bnymellon.com), (201) 680-3866,

The seminar was arranged by BNY Mellon Shareowner Services as part of Shareowner Services’ commitment to providing equity issuers with information on creative solutions they can use to achieve their strategic business objectives. Among the largest providers of stock transfer services in the U.S., BNY Mellon Shareowner Services offers a comprehensive suite of products and services ranging from corporate actions record keeping to demutualizations, dividend reinvestment, proxy solicitation and employee stock plan administration. More information about Shareowner Services is available at [www.bnymellon.com/shareowner](http://www.bnymellon.com/shareowner).

A full-service securities broker-dealer subsidiary of BNY Mellon specializing in underwriting and sales and trading services, BNY Mellon Capital Markets, LLC (member FINRA, SIPC) is the partner of choice for institutional and high-net-worth investors seeking efficient execution, industry expertise with timely and relevant market commentary, and a collaborative relationship. Providing services tailored to large public and private corporations and various governmental and not-for-profit entities, BNY Mellon Capital Markets has been in operation for 25 years and serves more than 5,000 clients from offices in New York, New Jersey and Pennsylvania.

BNY Mellon Global Markets encompasses the foreign exchange, interest-rate and equity risk management businesses of BNY Mellon, including global trading and sales activities. BNY Mellon is a premier foreign exchange provider, trading in over 100 currency markets around the world. In Asia-Pacific, BNY Mellon has four trading rooms in Hong Kong, Seoul, Taipei and Tokyo offering and trading foreign exchange, money markets, foreign exchange derivatives and interest rate derivatives. Additional information is available at <http://gm.bankofny.com>. Foreign exchange and other Global Markets products and services are provided by subsidiaries of BNY Mellon.

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under management, services \$12.0 trillion in outstanding debt and processes global payments averaging \$1.6 trillion per day. Additional information is available at [www.bnymellon.com](http://www.bnymellon.com).

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