

Press Release



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BNY Mellon Introduces iFlowSM Enhancements

Interactive Flow Monitor (iFlow) Analytics Provide Uniquely Comprehensive, Up-to-Date Insights into Global Capital Flows

NEW YORK, February 1, 2010 — BNY Mellon, the global leader in asset management and securities servicing, today announced the launch of an enhanced version of its Interactive Flow Monitor (iFlow) service.

Incorporating the best features of BNY Mellon Global Markets' capital flow research services, this new fully integrated version of iFlow accesses a significantly expanded underlying capital flows data base. It also includes upgraded analytics and enhanced user interface features and functionalities.

As the world's largest custody services provider, BNY Mellon has access to an unparalleled wealth of capital flow data. BNY Mellon Global Markets' iFlow service maps analyses of BNY Mellon's custody-based capital flow data against published market data such as FX rates, equity market indices, and fixed-income government benchmark issues. The resulting analytics provide insights into major flows unmatched in terms of both timeliness and comprehensiveness.

Available to select BNY Mellon Global Markets clients, the iFlow service features a simple, easy-to-use Web-based tool that provides timely illustrations of capital flows based on analyses of the more than \$20 trillion in assets under custody and administration at BNY Mellon. This capital flow data is categorized by investment classes, and is updated daily, as are FX rates and other market data. More information on iFlow's Web-based tool is available at <http://iflow.bnymellon.com>.

The iFlow service is part of an award winning array of currency-related research support services provided by BNY Mellon Global Markets. Specializing in providing authoritative commentary on the currency markets and analysis of the key role of global investment flows in those markets, BNY Mellon's currency research was awarded nine number-one rankings for Research in *Global Investor* magazine's 2009 FX Survey, as well as Best Online Research Website for FX.

"As the world's largest provider of custody services, BNY Mellon is uniquely positioned to provide our clients with analyses of the currency markets and global investment flows," said Jorge A. Rodriguez, executive vice president, BNY Mellon, and head of Global Markets Sales. "This enhanced version of iFlow reflects the significant progress we've made integrating the data resources of BNY Mellon's custody operations, and combining our extensive data resources with advanced analytics and upgraded user interface and functionalities. The net result is a major step forward in terms of the research support we provide to our clients and our ability to identify promising investment opportunities."

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 banking subsidiaries and other affiliates of The Bank of New York Mellon Corporation.

BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation. BNY Mellon 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. BNY Mellon 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 \$22.3 trillion in assets under custody and administration, \$1.1 trillion in assets 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.
