

Press Release



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BNY Mellon's Community Partnership Program Earns PR News' 2010 Corporate Social Responsibility Award

*Innovative Employee Relations Program Generates \$26 Million and 45,000 Hours
Helping Others in First Two Years*

NEW YORK, March 4, 2010 — BNY Mellon [NYSE:BK], the global leader in asset management and securities servicing, has won the 2010 Corporate Social Responsibility (CSR) Award from *PR News* for its innovative, global Community Partnership Program. Presented at the National Press Club in Washington, D.C., the award recognizes BNY Mellon's CSR leadership in the employee relations category.

"BNY Mellon inspired us," said Scott Van Camp, *PR News* editor. "Even in the most challenging economic times, their innovative approach to employee relations is a CSR best practice that's helped people around the world."

BNY Mellon's Community Partnership Program for employees encourages personal donations, team volunteering and fundraising year-round in the 34 countries in which the company operates. In the two years since BNY Mellon's Community Partnership Program was launched, its 42,000 employees around the world have*:

- Formed 1,100 teams to support our communities;
- Volunteered over 45,000 hours through these teams;
- Pledged, raised and contributed \$26 million dollars; and
- Helped 3,000 nonprofit organizations through these efforts.

Most recently, employees and the company contributed more than \$900,000 in one month for urgent disaster relief efforts in Haiti.

"Employee engagement and community support are core pillars of our corporate social responsibility program," said Jeep Bryant, executive vice president and chief corporate affairs officer. "With the extraordinary ambition and generosity of our employees, BNY Mellon has significantly impacted communities around the globe as a result of this signature employee program."

PR News selected the 2010 CSR Awards honorees based on criteria including program impact and results, CSR reputation and overall program excellence. *PR News* is a leading trade publication for professional communicators. To view the complete list of honorees, visit, 2010 CSR Awards.

BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation (NYSE: BK). 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.

*includes corporate matches
