

# Press Release



**Contacts:** Mike Dunn  
BNY Mellon Asset Servicing  
+1 212-922-7859  
[mike.g.dunn@bnymellon.com](mailto:mike.g.dunn@bnymellon.com)

## **BNY Mellon Asset Servicing Awarded Best ETF Service Provider In The Americas for Fourth Year in Row**

New York, June 2, 2010 – BNY Mellon Asset Servicing, the global leader in securities servicing, has been named as the 2010 “Best Service Provider – The Americas” at the sixth annual Global ETF Awards, which is sponsored by [exchangetradedfunds.com](http://exchangetradedfunds.com). This is the fourth consecutive year that BNY Mellon has been honored as a service provider to ETFs (exchanged-traded funds).

“All of us at BNY Mellon Asset Servicing are honored to again be recognized by key industry participants as the best ETF service provider for the Americas,” said Joseph F. Keenan, managing director and head of financial institutions relationship management. “Our continuing investments in technology and client service have enabled us to support the growing variety of ETFs now available today to investors - ranging from actively managed ETFs to fixed-income and commodity-driven investment products.”

**About Exchangetradedfunds.com:** Since its inception in 1997, [exchangetradedfunds.com](http://exchangetradedfunds.com) has been providing information on global ETF, ETC and ETN products on its website. Information on the site consists of product descriptions, products listed on international exchanges, industry info and events, interviews from industry leaders and news. It is also the host of the ETF Global Awards® Dinner and Workshop. Its purpose is to recognize those who have contributed to the development of the ETF industry world-wide and welcomes industry participants from the international community to discuss their respective markets.

**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 provides services through BNY Mellon and other related companies.

**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 \$22.4 trillion in assets under custody and administration, \$1.1 trillion in assets under management, services \$11.8 trillion in outstanding debt and processes global payments averaging \$1.5 trillion per day. Additional information is available at [www.bnymellon.com](http://www.bnymellon.com).

###