

# Press Release



BNY MELLON

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## **BNY Mellon Appointed Transfer Agent for Major U.S. Utility**

JERSEY CITY, N.J., July 7, 2010 — BNY Mellon today announced that it has been appointed transfer agent for Southern Company (NYSE: SO), effective July 6th. BNY Mellon also will serve as administrator for Southern Company's "Southern Investment Plan," which provides a convenient way for plan participants to purchase Southern Company common stock.

"BNY Mellon has enjoyed a long-standing relationship with Southern Company that encompasses corporate trust, capital markets, custody and other services," said Samir Pandiri, Chief Executive Officer, BNY Mellon Shareowner Services. "Our focus on client service is closely aligned with Southern Company's mission, and we look forward to delivering exceptional quality to their investors."

"We're honored to have this mandate, particularly as it reflects a growing interest in outsourcing on the part of companies that have traditionally managed their transfer agent services programs internally," Pandiri added. "Staying abreast of evolving industry and regulatory requirements while providing clients with high levels of transparency and control is key to effective service delivery in this environment, and we're managing our transfer agent business accordingly."

Among the largest providers of stock transfer services in the U.S., BNY Mellon Shareowner Services is a world-class provider of corporate equity solutions for more than 2,100 institutional clients representing 35 million shareowner accounts worldwide and greater than 2.7 million optionees and employee stock plan participants. BNY Mellon Shareowner Services offers a broad suite of products and services ranging from record keeping and corporate actions to demutualization administration, dividend reinvestment plan administration, proxy solicitation and employee stock plan administration. More information about Shareowner Services is available at [www.bnymellon.com/shareowner](http://www.bnymellon.com/shareowner).

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