

Press Release



Contact: Mike Dunn
BNY Mellon
+1 212-922-7859
mike.g.dunn@bnymellon.com

BNY Mellon Launches OmniAccessSM To Help Asset Managers and Broker-Dealers Streamline Administrative Operations

New capability will help to provide data transparency

NEW YORK, February 14, 2012— BNY Mellon, the global leader in investment management and investment services, has launched *OmniAccess*, a service developed to help fund asset managers and broker-dealers increase efficiency and streamline administrative processes.

The advantages of OmniAccess include:

- *OmniAccess* enables broker-dealers to place non-personal, account-level information regarding the funds they distribute on to a centralized platform.
- The platform permits more efficient processing of administrative information and offers fund asset managers access to enhanced information and generated reports for rapid reconciliation and verification.
- The platform was designed to improve data transparency between fund managers and their broker-dealer distributors. *OmniAccess* does this by providing the fund managers with direct access to the same information utilized by broker-dealers in the omnibus environment (trades from multiple shareholders are combined into a single account for more efficient trade processing).

“*OmniAccess* provides clients with the resources they need to optimally manage their shareholder serving obligations,” said Michael DeNofrio, head of U.S. investor services within BNY Mellon Asset Servicing’s Global Financial Institutions business. “It marks an advance in providing transparency and improves coordination between the funds and distributors.”

“The trend of more firms holding their clients’ mutual fund positions in a subaccounting position and maintaining an omnibus level account at the fund greatly impacts the way fund asset managers and broker-dealers do business,” said Eileen Gilfedder, managing director of enterprise investor services for BNY Mellon Asset Servicing’s Global Financial Institutions business. “The ability to offer enhanced data transparency capabilities will assist them in growing their business in today’s changing investor servicing environment.”

BNY Mellon is one of the largest providers of shareholder recordkeeping, which comprises mutual fund transfer agency services and subaccounting services. BNY Mellon is the second largest provider of mutual fund transfer agency services and is the largest provider of subaccounting services in the U.S., as ranked by *The 2011 Mutual Fund Service Guide*.

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.

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