

# WELCOME TO THE REDESIGNED BNY MELLON NEWSROOM

**Colleen Krieger, Corporate Communications, BNY Mellon**  
**Louisa Bartosek, Corporate Communications, BNY Mellon**

**Colleen Krieger:** The Newsroom is a vibrant and dynamic look at BNY Mellon's story and point of view.

We previously shared our news via press releases. We recognize that that's not how people consume their news currently.

**Louisa Bartosek:** It's no longer just about the written word. It's about audio, video, infographics and visuals. And we've created a news environment which incorporates all those elements.

The old press center was a list of press releases, a library of information. The new Newsroom is much more visual, more like a magazine. It will have video, photography, infographics, audio, podcasts. It's also been fully mobile optimized, and the content is much easier to share.

People should come to the new Newsroom for the latest news, not just on BNY Mellon, but also what we think is happening in the markets around the world today.

**Colleen:** One fifth of the world's assets flow through our organization every day and because of that we have a unique point of view on what's going on in the markets and the future of finance. We want to be able to deliver that point of view to people more quickly, because what we do has an impact on the end stakeholder.

I'm so excited that we're launching the new Newsroom. I just think it's great that we have more flexibility in the ways that we can talk about BNY Mellon, our story and the news that we have to share with others.

**Louisa:** Anybody who has an interest in our organization, this is the place for them to learn about what is happening and what we think about the markets in which we operate in.

The statement that our company oversees "one fifth of the world's assets" is based upon the value of assets held in custody reported by the top 51 custodians, as reported by Global Custody.net in March 2014. BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation and may also be used as a generic term to reference the Corporation as a whole or its various subsidiaries generally.

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