

Press Release



THE BANK OF NEW YORK MELLON

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The Bank of New York Mellon's Pershing Unit Enhances ValueAlliance® Program For Introducing Broker-Dealers, Independent Registered Investment Advisors and Advisors in Transition

JERSEY CITY, N.J., June 4, 2009 – Pershing LLC, a subsidiary of The Bank of New York Mellon Corporation, announced today that it has added more than 30 solution providers to its ValueAlliance® program. These new strategic relationships are designed to help Pershing's introducing broker-dealer and independent registered investment advisor (RIA) customers drive growth, optimize human capital and maximize their operational efficiency. Many of these solution providers also offer a broad array of services and capabilities to support advisors in transition who are in the process of exploring alternative affiliation models.

Pershing's ValueAlliance program provides its customers with access to a wide range of solutions and preferred pricing from an extensive network of leading third-party firms to help them grow and manage their businesses. Leveraging the expertise of each of these providers, Pershing continues to extend its suite of practice management solutions to bring customers innovative strategies delivered with a hands-on approach. These services and capabilities range from business consulting, practice management and marketing, to compliance and technology solutions. ValueAlliance is available to introducing broker-dealer firms and their investment professionals through Pershing LLC and to RIAs via Pershing's affiliate, Pershing Advisor Solutions LLC. Pershing's new strategic relationships consist of:

- Industry experts that are designed to help introducing broker-dealers and RIAs drive the growth of their firms through business development, client management, marketing and financing support. These solution providers include: *Advisor Impact, Asset Management Finance; CABHQ, LLC; Client Relationship Training; ClientWise; The Collaborative; Creative Partners; Creative Mint; FA Insight; JCPR, Inc; Know No Bounds; Life Management Advisor; Looney Advertising; Nexus Strategy, LLC; Paragon Resources and RIA Database; and*
- Expanded access to consultants specializing in critical human capital competencies ranging from recruiting and onboarding, to retention and succession planning, and compensation, payroll and rewards development. These firms include: *Aon Consulting; Auch Partners; Broker to Broker; Lenox Advisors; Newtek Business Services; TriNet; Turning Point Incorporated; The VisionLink Advisory Group and Working Advantage; and*
- Solution providers devoted to helping Pershing's customers optimize the productivity and operational efficiency of their firms by offering access to legal counsel, compliance and process consulting, start-up support, resources and tools for advisors in transition. These firms include: *Absolute Performance Verification LLC; ActiFi, Inc.; Advanced Regulatory Compliance, Inc.; Edgerton & Weaver, LLP; FrontLine Compliance, LLC; The Law Offices of Patrick J. Burns, Jr., P.C.; The Sutro Group and Strategic Management Group, Inc. (SMG Global Source).*

Brian T. Shea, president and chief operating officer of Pershing LLC, said, "We are committed to providing introducing broker-dealers, RIAs and advisors in transition with access to an expansive array of valuable resources to help them address every aspect of managing and growing their businesses. These new ValueAlliance relationships help to further expand our suite of holistic practice management offerings and provide our customers with a broader choice of actionable solutions to help them meet their strategic business objectives."

Pershing LLC (member FINRA/NYSE/SIPC) is a leading global provider of financial business solutions to more than 1,150 institutional and retail financial organizations and independent registered investment advisors who collectively represent over five million active investors. Located in 20 offices worldwide, Pershing and its affiliates are committed to delivering dependable operational support, robust trading services, flexible technology, an expansive array of investment solutions, practice management support and service excellence. Pershing is a member of every major U.S. securities exchange and its international affiliates are members of the Deutsche Börse, the Irish Stock Exchange and the London Stock Exchange. Pershing LLC is a subsidiary of The Bank of New York Mellon Corporation. Additional information is available at www.pershing.com.

Pershing Advisor Solutions LLC (member FINRA/SIPC) is an affiliate of Pershing LLC and a leading provider of financial business solutions to independent, fee-based registered investment advisors and dually-registered advisors working in conjunction with many of Pershing LLC's introducing broker-dealer customers. Additional information is available at www.pershingadvisorsolutions.com.

The Bank of New York Mellon Corporation 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. The company 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 \$19.5 trillion in assets under custody and administration, \$881 billion in assets under management, services more than \$11 trillion in outstanding debt and processes global payments averaging \$1.8 trillion per day. Additional information is available at www.bnymellon.com.
