

# Press Release



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## **The Bank of New York Mellon's Pershing Advisor Solutions Unit Establishes First Family Office Relationship in the Middle East**

### ***Agreement with the Bin Zayed Group enables Pershing to continue expanding its global reach***

JERSEY CITY, N.J., January 30, 2008 – Pershing Advisor Solutions LLC, a subsidiary of The Bank of New York Mellon Corporation, announced today that it has established a business relationship with the family office of the Bin Zayed Group. The relationship enables Pershing Advisor Solutions and its affiliate, Pershing LLC, to provide the Bin Zayed Group's family office with its comprehensive array of clearing, trading and financial services outsourcing solutions. The Bin Zayed Group is headquartered in Dubai and is a leading conglomerate with diverse business interests worldwide.

Pershing Advisor Solutions' agreement with the Bin Zayed Group's family office represents its first business relationship in the Middle East and builds upon nearly a century of business growth in the region for The Bank of New York Mellon. The agreement also reflects Pershing LLC's long-term commitment to provide leading financial organizations in the Middle East with a broad array of business solutions, which Pershing has been doing since 1994.

Sheikh Khaled Bin Zayed Al Nahyan, chairman of Bin Zayed Group, said, "We selected Pershing because of their robust clearing and execution services in more than 60 markets worldwide and their expertise in developing and delivering reliable, high-quality technology solutions. Pershing's experience and breadth of services and solutions will provide us with the support we need to effectively manage the diverse needs of our family office."

Mark Tibergien, managing director at Pershing Advisor Solutions, said, "This new relationship further extends Pershing's international reach as a leading global provider of business solutions to many of the world's leading institutional and retail financial organizations. We are excited about the opportunity to put our industry experience and expertise to work for the Bin Zayed Group's family office and are committed to helping them meet their business objectives."

The Bank of New York Mellon has relationships in the Middle East dating back to the early 1900s and conducts business through its Dubai International Financial Centre branch and its regional representative offices in Abu Dhabi, Beirut, Cairo, Istanbul and Johannesburg. In addition to being the global leader in asset servicing, The Bank of New York Mellon is one of the largest asset managers, treasury services providers and depositary receipt banks both regionally and globally.

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The Bin Zayed Group of companies is a conglomerate with diverse business interests in the local and international markets. The company was first established in 1988 by H.E. Sheikh Khaled Bin Zayed Al Nahyan as its chairman. The group includes 20+ companies in industries that range from Property Development, Information Technology, Health Care and Pharmaceuticals, Home Furnishing, Luxury Yachts, Management Consultancy, Media and Publishing and Financial Services. In addition, the group is an active investor in U.A.E., MENA and the global capital markets across several asset classes.

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. Pershing LLC (member FINRA/NYSE/SIPC), a subsidiary of The Bank of New York Mellon Corporation, is committed to service excellence and to providing dependable operational support, robust trading services, flexible technology, an expansive array of investment solutions and practice management support. Through an innovative custody platform, Pershing Advisor Solutions delivers superior expertise and scalable and customizable solutions to help its customers manage and grow their fee-based businesses. Additional information is available at [pershingadvisorsolutions.com](http://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 more than \$20 trillion in assets under custody and administration, more than \$1.1 trillion in assets under management and services \$11 trillion in outstanding debt. Additional information is available at [bnymellon.com](http://bnymellon.com).

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