

Press Release



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The Bank of New York Mellon's Pershing Unit to Host INSITE™ 2008 Financial Products and Services Conference

10th Annual INSITE Conference to Highlight Developments in Global Investing, New Trends Shaping the Broker-Dealer and Independent Registered Investment Advisor Marketplace and Innovative Technology Solutions

JERSEY CITY, N.J., March 6, 2008 – Pershing LLC, a subsidiary of The Bank of New York Mellon Corporation, will highlight new developments in global investing and technology and key trends shaping the broker-dealer and independent registered investment advisor (RIA) marketplace at its annual financial products and services conference. INSITE™ 2008 will be held in Hollywood, Florida from June 4-6 and will feature innovative solutions and capabilities designed to help investment professionals, RIAs and dually-registered advisors prepare for the growing financial needs of their clients.

INSITE 2008 will feature dynamic presentations from respected world and industry leaders including:

- Dr. Alan Greenspan, former chairman of the Board of Governors of the Federal Reserve System, who will participate in a keynote question and answer session focusing on the latest developments shaping the global economy;
- Tony Snow, former white house press secretary for the George W. Bush Administration, along with Paul Begala, a political analyst and Democratic strategist on CNN's *The Situation Room*, who will offer their insights on the 2008 Presidential elections; and
- Benjamin Zander, renowned conductor of the Boston Philharmonic Orchestra since 1979, who uses the analogy of an orchestra to demonstrate how an organization can come together as a team and unleash its full potential.

Conference attendees will participate in a broad array of half-day seminars and 36 track-specific breakout sessions. Discussions will include:

- Trends taking place in managed accounts and exchange-traded funds;
- Developments shaping emerging markets;
- Challenges facing retirees;
- The role of financial advisors as fiduciary; and
- The suite of services and tools accessible through Pershing's online account management platform, NetExchange Pro®.

Attendees will also have an opportunity to learn about a wide range of innovative, enterprise-wide business and technology solutions offered through Pershing's affiliate, iNautix (USA) LLC. As an added benefit, conference participants will be able to earn CFP® Board continuing education credits, Investment Management Consultants Association (IMCA) continuing education credits (for CIMA® and CIMC® designations) and CFA Institute professional development credits.

Through Pershing's affiliate, Pershing Advisor Solutions LLC, independent registered investment advisors will benefit from discussions addressing a range of topics including merger and acquisition trends in the RIA marketplace, important compliance issues facing advisors and Blue Ocean Strategy™, a systematic approach that provides firms with frameworks and analytic tools to help them enhance their competitive position. Distinguished guest speakers will include Philip Palaveev, principal at Moss Adams LLP; Thomas Giachetti, chair of the Securities Group at Stark & Stark Attorneys at Law and Dr. Roch Parayre, senior fellow in the Mack Centre for Technological Innovation at the Wharton School, University of Pennsylvania.

Ron Fiske, managing director of the product management and development group at Pershing, said, "INSITE continues to provide investment professionals and RIAs with an exceptional opportunity to gain insight on how to grow and manage their businesses and enhance their client relationships. Our customers will have an opportunity to learn about the latest trends and developments shaping the financial services industry and will gain a better understanding of how Pershing's global capabilities can help them achieve continued success."

INSITE 2008 is expected to attract over 1,000 attendees, including investment professionals, independent registered investment advisors, dually-registered advisors and senior-level product and marketing executives. It will be held at The Westin Diplomat Resort & Spa. For additional information and to register online, please visit INSITE2008.com.

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 18 offices worldwide, Pershing 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. 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 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 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 \$23 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.
