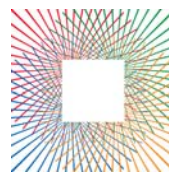


news release



The **BANK**
of **NEW YORK**[™]

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For Immediate Release

The Bank of New York Company, Inc.'s Pershing Unit to Host INSITE[™] 2007 Financial Products and Services Conference

Developments in global investing, new trends shaping the retirement marketplace and advisory industry, and innovative technology solutions to headline agenda

JERSEY CITY, N.J., March 26, 2007 – Pershing LLC, a subsidiary of The Bank of New York Company, Inc., will highlight new developments in global investing and technology, as well as trends shaping the retirement marketplace and advisory industry, during its annual financial products and services conference. INSITE[™] 2007 will be held in Hollywood, Florida from June 6-8 and will feature cutting-edge products, services and technology solutions designed to help investment professionals, independent registered investment advisors (RIAs) and dually-registered advisors prepare for the growing financial needs of their clients.

Attendees will have the opportunity to earn up to 15 CFP[®] Board continuing education credits and participate in a broad array of half-day seminars and rotational breakout sessions. Discussions will include innovations taking place in managed accounts, global trading trends and opportunities, and adopting a global approach to gathering assets. The conference will also offer seminars focusing on the suite of services and tools accessible through Pershing's online account management platforms, which include NetExchange Pro[®], NetExchange Client[®] and NetExchange Advisor[™].

INSITE 2007 will feature dynamic presentations from respected world leaders and industry experts including:

- General Colin L. Powell, USA (Ret.), former United States Secretary of State, who will deliver a keynote address focusing on the power of diplomacy and the delicate process of forging alliances;
- Dr. Laura D'Andrea Tyson, global economist and former national economic advisor to President Clinton and chairman of the White House Council of Economic Advisors, who will provide an assessment of U.S. leadership in the global economy;
- Dr. Tony Alessandra, best-selling author and business strategist, who will address issues pertaining to customer loyalty;
- Maddy Dychtwald, leading authority on generational marketing and demographics, who will discuss consumer trends and generational marketing;
- Robert C. Doll, vice chairman, director and global chief investment officer for equities at BlackRock, who will address market developments and provide his investment outlook for 2007.

– more –

Through Pershing's affiliate, Pershing Advisor Solutions LLC, independent registered investment advisors will benefit from discussions addressing a wide range of topics including ways to leverage leadership, teamwork and culture to build sustainable success, trends shaping the advisory industry, important compliance issues often overlooked by the advisor marketplace and the science of using influence to become more persuasive. Distinguished guest speakers geared to RIAs include Dr. Robert Cialdini, president of Influence At Work; Brian Hamburger, founder and managing director of MarketCounsel, LLC; Mark Tibergien, principal at Moss Adams LLP; and Jim Ware, founder of Focus Consulting Group.

Ron Fiske, managing director of the product management and development group at Pershing, said, "INSITE provides investment professionals and registered investment advisors with an extraordinary opportunity to network and gain insight on how to grow their businesses and strengthen their client relationships. Attendees will learn about the latest trends and developments shaping the global financial services industry and economic landscape, as well as gain a better understanding of how Pershing's global capabilities can help them maximize their success."

INSITE 2007 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 or to register online, please visit www.INSITE2007.com.

Pershing LLC is a leading global provider of clearing and financial services outsourcing solutions to more than 1,100 institutional and retail financial organizations and independent investment advisors who collectively represent nearly six million individual investors. Located in 19 offices worldwide, Pershing provides customers with innovative technology solutions and a wide range of value-added products and services, including asset-gathering products and managed account services, extensive trading and financing capabilities, and web site development. Pershing LLC (member NYSE/NASD/SIPC) is a member of every major U.S. securities exchange and its international affiliates are members of the Deutsche Borse, the Irish Stock Exchange and the London Stock Exchange. Pershing LLC is a subsidiary of The Bank of New York Company, Inc. Additional information is available at www.pershing.com.

Pershing Advisor Solutions LLC is an affiliate of Pershing LLC and a leading provider of financial services outsourcing 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, a subsidiary of The Bank of New York Company, Inc., has a 67-year heritage of providing custodial services and outsourcing solutions to many of the world's leading financial services organizations. Through an innovative custody platform, Pershing Advisor Solutions delivers superior expertise and scalable and customizable solutions to help manage and grow fee-based businesses. Additional information is available at www.pershingadvisorsolutions.com.

The Bank of New York Company, Inc. (NYSE: BK) is a global leader in providing a comprehensive array of services that enable institutions and individuals to move and manage their financial assets in more than 100 markets worldwide. The Company has a long tradition of collaborating with clients to deliver innovative solutions through its core competencies: securities servicing, treasury management, asset management, and private banking. The Company's extensive global client base includes a broad range of leading financial institutions, corporations, government entities, endowments and foundations. Its principal subsidiary, The Bank of New York, founded in 1784, is the oldest bank in the United States and has consistently played a prominent role in the evolution of financial markets worldwide. Additional information is available at www.bankofny.com.
