

Press Release



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Joseph P. Gennaco Appointed Chief Operating Officer Of The Boston Company Asset Management

BOSTON, February 29, 2008 – Joseph P. Gennaco has been named chief operating officer of The Boston Company Asset Management, LLC (TBCAM), an investment subsidiary of The Bank of New York Mellon. Gennaco, who was previously director of relationship management and client service support at the firm, also will join the firm's executive management team. Gennaco will report to Chief Executive Officer David H. Cameron.

"To his new role, Joe brings the highest degree of integrity and an unparalleled commitment to serving our clients," Cameron said. "Our decision to select Joe was based on the outstanding leadership and strategic thinking that he has demonstrated since joining us as director of relationship management and client service support. Joe is further distinguished by his proven management and operational experience derived from 25 years in the asset management business, including a decade of experience running institutional client relationship businesses."

Gennaco will oversee operations, technology, compliance, finance, and administration functions. While serving as director of relationship management, Gennaco had been involved in the areas of compliance, trading and operations and has most recently served as co-chairman of the firm's investment technology task force. Until a successor is determined, Richard Watson, TBCAM head of distribution, will lead the firm's client service department, which is underpinned by a deep bench of talented and experienced relationship managers.

"I am excited to be selected for this opportunity as TBCAM is expanding globally, while retaining its focus as an investment-driven firm," Gennaco said. "As we grow into new markets I will be drawing on valued relationships inside and outside the firm to meet the needs of our clients, employees and shareholders."

Gennaco joined TBCAM in 2005 from Mercer Human Resource Services, where he was a partner and director of client relationship management. Prior to that, Gennaco was managing director of institutional client relationship management with Putnam Institutional Retirement Services and held a number of senior level positions in the retirement plan marketplace. He earned a bachelor's degree in business and economics from St. Anselm College.

The Boston Company Asset Management, a BNY Mellon Asset Management investment boutique, provides investment management services for corporate, public, mutual funds and Taft-Hartley retirement plans, endowments and foundations.

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.
