

## **The Bank of New York Mellon's Pershing Unit to Provide Customers with Access to Innovative Trading Technology Solutions from Neovest, Inc.**

JERSEY CITY, N.J., July 23 /PRNewswire-FirstCall/ -- Pershing LLC, a subsidiary of The Bank of New York Mellon Corporation, has added Neovest, Inc. to its suite of comprehensive open architecture trading technology solutions. Neovest provides financial technology services to buy- and sell-side financial institutions.

Neovest's solutions are available to introducing broker-dealer firms through Pershing LLC and to independent registered investment advisors through Pershing's affiliate, Pershing Advisor Solutions LLC. Through Neovest's platform, Pershing's customers are able to leverage a broad array of sophisticated trading technology tools and solutions to help them achieve best execution and enhance their competitive position. Key features and functionality include:

- Multi-asset direct market access encompassing equities and options trading;
- Advanced electronic communication network (ECN) and exchange aggregation, broker routing, crossing and algorithmic order routing aggregation;
- Cutting-edge order management functionality and risk monitoring capabilities with the ability to display real-time profit and loss, holdings and position information;
- Real-time market data and advanced analytics, which includes flexible technical analysis charting, scrolling news, ECN depth of book, predefined filters, reverse filtering and alerts.

The addition of Neovest's capabilities to Pershing's suite of trading solutions enhances Pershing's ability to provide its customers and their clients with a wide range of robust trading services, which include equity and fixed income trading, international trading, flexible cutting-edge technology, operational support and best execution.

Craig Messinger, managing director of trading services at Pershing, said, "As a leading provider of an extensive range of open architecture trading solutions to the global capital markets, we continuously explore opportunities to offer our customers access to best-of-breed products, services and solutions. Neovest's flexible trading technology and market analytics will provide our customers with the tools they need to help them grow their businesses."

Pershing LLC 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. Financial organizations, investment professionals and independent registered investment advisors depend on Pershing's depth of experience and consultative approach to provide them with forward-thinking solutions that help them to grow their businesses. Located in 19 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 (member NASD/NYSE/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 Mellon Corporation. Additional information is available at <http://www.pershing.com>.

Pershing Advisor Solutions LLC (NASD/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. 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 <http://www.pershingadvisorsolutions.com>.

The Bank of New York Mellon Corporation is a global financial services company focused on helping clients manage and move their financial assets, operating in 37 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 and treasury services through a worldwide client-focused team. It has more than \$20 trillion in assets under custody and administration and more than \$1 trillion in assets under management, and it services more than \$11 trillion in outstanding debt. Additional information is available at <http://www.bnymellon.com>.

Neovest is a wholly-owned subsidiary of JPMorgan Chase & Co. (NYSE: JPM).

SOURCE The Bank of New York Mellon Corporation