

# Maximizing Your Communication



## Mellon Communications

Powered by Buck Consultants, we provide communication services for every need, every audience, in every medium.

## Related Services

- Corporate Actions
- Employee Services
- Financial Planning
- Event Call Center
- Proxy Solicitation
- Information Agent and Record Keeping
- Ballot Solicitation and Tabulation
- Tombstone and Media Placement
- Printing and Logistics

In any business situation, one truth inheres: *It is impossible to over-communicate in times of transition and change.* With the uncertainty that is redefining American enterprise, these certainly qualify as times of transition and change. These are times when the economic standard bearers rely more than ever on robust internal and external communication. Why? Because effective communication leads to understanding, appreciation and acceptance among diverse constituencies — from customers to investors, from employees to individual shareholders.

At Mellon Communications, we tailor our services to respond to our clients' specific situations and events. Whether communicating to investors in support of a corporate action, launching a new employee stock purchase plan or reaching out to shareholders, stakeholders, customers and suppliers, we deliver targeted, impactful solutions.

Successful communication is not a one-time "event." That's why we provide both integrated and ongoing support for all of your communication needs. Our communication consultants partner with you to identify your audiences' specific needs, preferences and demographics, then develop strategies and campaigns tailored to your organization's culture, philosophy and business environment.

Our strategies support large and complex transactions, as well as equity programs, financial concepts and ownership requirements. Capabilities include full-service technical and creative communication, as well as foreign language translation services. Our in-house strategists, copywriters, graphic designers and production consultants are experienced in delivering print, electronic and audiovisual products as well as full-scale audience research.

Let us help you raise market awareness when you launch a new product. Look to us when you wish to inspire investors to vote in favor of your new corporate governance policies. When you've got to get that critical, time-sensitive message out to individual shareholders, rely on us to get the job done — consistently and accurately, on time and on budget.

## Our suite of communication services includes:

- Strategy development, implementation, ongoing execution and evaluation
- End-to-end program messaging: announcement, transition, transaction, promotion, information and ongoing education
- Communication to diverse audiences, including current and potential shareholders, stakeholders, policyholders, employees, customers and suppliers
- Full-service, business-to-business, organizational and corporate communication
- Personalized communication development and data management
- Financial education
- Crisis management
- Marketing
- Advertising
- Investor relations
- Public relations



**Mellon**  
A Wealth of Solutions™

Mellon Investor Services  
44 Wall Street  
New York, New York 10005  
[www.melloninvestor.com](http://www.melloninvestor.com)

Sales 888.647.8889

## Regional Offices

Atlanta, Chicago, Dallas, Hartford,  
Los Angeles, New York, Pittsburgh,  
San Francisco, Seattle, St. Louis