

Shareholder Services Product Brief Series

Principal Transfer Agent Services

How you can infuse your shareowner service program with more than the “basics”



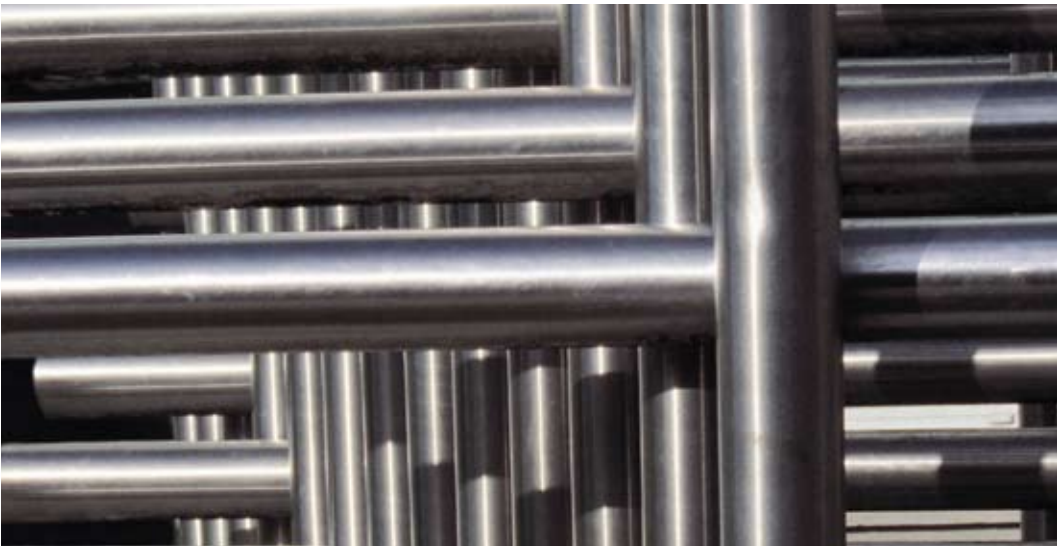
BNY MELLON
SHAREOWNER SERVICES



Is Your Shareowner Services Program Infused with More than the “Basics”?

Whether it's your company's executive team or shareowners, all eyes are on *you* to offer an efficient and well-managed investor services program.

At BNY Mellon Shareowner Services (Shareowner Services), we define “basics” as an engine of core responsibilities of any stock transfer service provider - accurate Principal Transfer Agent (PTA) solutions supported by flexible management tools and secure self-service resources.



What makes our Principal Transfer Agent services different? We optimize performance.

At the Forefront

Our **people**, who bring specialized expertise and practical experience to each of our client relationships, are engaged to help guide you as you navigate the complexities of a changing industry.

We believe that the best measure of **performance** is your recognition of the outstanding service we deliver and the long-term value your event generates for you and your investors. To measure our performance, we employ a disciplined **Voice of the Client (VoC) methodology** that gauges your satisfaction. VoC allows us to understand what's most important to you and, in turn, enables us to be a collaborative partner – one that provides a thoughtful portfolio of core solutions based on what you have told us you want, rather than what we think you need. VoC ensures that we're meeting or exceeding your expectations or, if not, taking the actions needed to do just that, today and in the future.

VoC RESULTS INCLUDE:

DOCUMENTS ON DEMAND CREATES VIRTUAL INVENTORIES OF ISSUER-SPECIFIC COMMUNICATION MATERIALS AND REDUCES EXPENSES ASSOCIATED WITH TRADITIONAL FULFILLMENT

SIMPLIFIED SHARE TRANSFER REQUIREMENTS AND 20+ CUSTOMIZED INSTRUCTIONS EASE SHAREOWNER CONFUSION

ELIMINATION OF SHAREOWNER AND NUISANCE FEES PROMOTES SATISFIED INVESTORS

NOTICE & ACCESS COMPLIANT PROXY SOLUTION LEADS THE INDUSTRY AS THE MODEL PLATFORM

EVER-GREEN PROGRAM ENCOURAGES MORE TIMELY AND ENVIRONMENTALLY FRIENDLY ELECTRONIC INVESTOR COMMUNICATIONS

Behind the Scenes

Our service delivery expertise and processing efficiencies support high-quality execution and promote high levels of shareowner satisfaction. What's more, our unique **Shareowner Analytics Program** helps us isolate a number of key metrics as we interact directly with your shareowners.

With each contact, a “value” is assigned based on certain criteria. We apply the insight derived from these metrics to a comprehensive reporting module that both we and our clients use to monitor shareowner activity, help assess the quality of our service delivery model, promote alternate shareowner behaviors and more.

INVESTOR CARE NETWORK RECOGNIZED BY JD POWER AND ASSOCIATES AS AN “OUTSTANDING CUSTOMER SERVICE EXPERIENCE”

COMPLIANCE AND REGULATORY CONTROLS – THE FOUNDATION OF OUR CULTURE AS A FINANCIAL SERVICES COMPANY

ELIMINATION OF THE USE OF SOCIAL SECURITY NUMBER AND LEADING IDENTITY THEFT PREVENTION MEASURES

ENTERPRISE WORKFLOW AND BUSINESS SIMPLIFICATION DELIVER HIGHER LEVELS OF SHAREOWNER SATISFACTION AND LESS COSTLY “ONCE AND DONE” TRANSACTIONS

REAL-TIME PERFORMANCE MANAGEMENT AND QUALITY REVIEWS

RULES-ENFORCED QUALITY CHECKPOINTS



The Results

We believe that the best measure of performance is your recognition of the outstanding service and long-term value that we create together. By engaging our clients as collaborative partners we can operate at maximum performance levels and put your highest goals within reach.

Powerful Core Solutions

We apply our expertise and unique collaborative working style to create fully integrated solutions that support our client’s distinct business needs – from the most basic to the extremely complex.

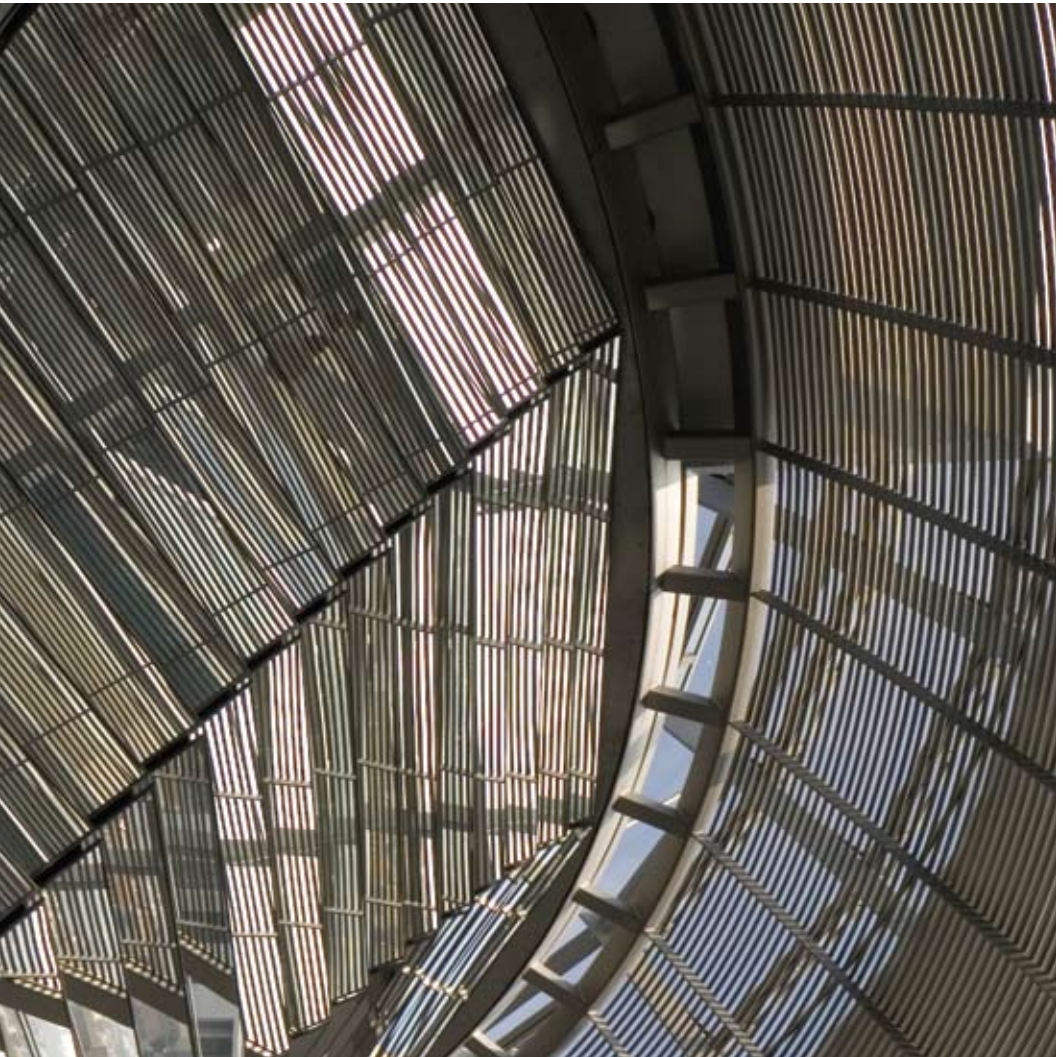
Our portfolio includes:

Book-Entry Services

Move your shares electronically through the Direct Registration System (DRS) and eliminate the physical movement of stock certificates at the time of sale or transfer of ownership. Your shareowners will have the ability to self-service their accounts online via Investor ServiceDirect®

Consistently rated best-in-class in independent
client satisfaction studies

We address your shareowners' inquiries with
a definitive focus on service excellence



and our speech-enabled Voice Response Unit. You and your shareowners will benefit from simplified transaction processing and minimized associated expenses, as well as robust management reporting.

Cash Dividend Disbursing Agent

Simplify your dividend distribution process with Shareowner Services as your disbursing agent. Acting on your behalf, we coordinate the entire production schedule for disbursing your cash dividends either electronically or by check. Our expertise in this area allows us to anticipate sensitive issues and provide reliable advisory services to manage their resolution.

You can eliminate paper from dividend payments by offering your shareowners a secure and timely vehicle to receive their funds. Utilizing the Automated Clearing House (ACH) payment transfer system delivers cost-efficient processing that can support large volume distribution and offers a readily available audit trail.

IPO Services

Bring your company's initial offering to market with a partner who understands that raising capital is not merely a one-time event, but an ongoing process requiring continuous attention to investors. We'll guide you through every phase with flexibility, in-house training, collaboration and foresight.

Secondary Offering

Successfully bring an offering to market. Our team of experts will guide you through the process and offer additional support to handle your specific needs, including dedicated programming staff for customized requests, Internet access to transaction documents and automated voice instructions for participating investors — all supported by a complete portfolio of shareowner services.

Restricted Stock Administration

We provide a complete portfolio of restricted securities administration. Our platform manages taxation, release of shares and performance vesting. Additionally, we can process vesting deferrals when employees want to defer share delivery, cash dividends, dividend reinvestment funds and dividend equivalents.

Global Shares

Offer your shareowners a universal form of equity by giving them the same trading privileges in both their home country and the U.S. market. Our Global Share program permits rapid, cost-effective transmission of shares across international registers through 24-hour securities trading that meets the requirements of the T+1 settlement cycle.

Rights Subscription Agent

Support your debt and equity offerings with the completion of a successful Rights Subscription. Our experienced administration team will provide you with insight into the complexities of the subscription process and project likely responses. As part of our service, you'll receive daily activity reports and also have the peace of mind that all related tax reporting is well managed.

Warrant Agent

We provide streamlined processing of shareowner-initiated cash and cashless exercises that result from company-issued warrants.

...Powered By Flexible, Secure Management Tools

Technological advances have driven the evolution of web-based and automated access to corporate information, sensitive personal data and transaction capabilities. These resources have rapidly evolved into increasingly secure, flexible tools that are more natural and intuitive to use than their predecessors. We've broadened these resources to meet clients' and shareowners' expectations. These include:





Client ServiceDirect® (CSD)

Designed with our clients in mind, Client ServiceDirect® (CSD) serves a single purpose – to give you the secure online management tool you need, when you need it. With CSD, you can directly respond to shareowner inquiries, monitor ownership levels, track proxy voting as it happens and gain access to an expansive library of corporate and investor reporting.



Self-Service Account Management Tools for Your Shareowners

Shareowners are significantly more likely to use self-service contact channels when they feel they are secure and easy to use. From eliminating the use of Social Security Numbers for accessing account information and initiating transactions to applying strict identity theft authentication measures to our self-service applications, we've taken the steps needed to safeguard your corporate and shareowner account data.

Investor ServiceDirect® (ISD)

Our online account management tool for shareowners was the first to provide investors with consolidated access to their complete portfolio of holdings. Today, ISD leads the industry in transactional capabilities. Nearly 2.3 million shareowners initiated approximately 8 million transactions in 2007 alone.



Voice Response Unit (VRU)

Our speech recognition VRU was the first of its kind among transfer agents. Today, the VRU facilitates nearly 40 different account-specific informational, transactional and fulfillment-based functions.

Ever-Green Program Promotes Environmental Conservation

Shareowner Services' Ever-Green Program is a conservation-focused suite of electronic utilities that complements our self-service account management resources. Ever-Green offers clients a socially responsible vehicle that supports fast, secure receipt of various investor communications. Additionally, participating clients may significantly reduce their out-of-pocket expenses associated with traditional delivery of physical mail. Ever-Green's fully integrated electronic services include:

We'll share our proven best practices for adoption of these self-service tools – including strategies for understanding how your shareowners are behaving today, and programs designed to educate them how to best leverage e-tools in a changing environment.

MLinkSM - Our proprietary online repository of shareowner documents within ISD was the first such service in the shareowner services industry and continues to offer the largest portfolio of available documents. By enrolling in MLink, your shareowners gain quicker access to account statements, 1099 tax forms, notification of direct deposit of dividends, transaction advices and more, while eliminating the clutter of such materials in their mailboxes.

Interactive Annual Meeting eKit - A companion service to MLink, eKit delivers a single, secure, personalized email that directs investors to web-hosted proxy and annual meeting materials. Using eKit, shareowners can access meeting materials, vote their proxy online and receive a confirmation of their vote. Since its inception in 2004, client adoption of eKit has soared. Participating clients have collectively eliminated the physical distribution and associated postal expense for more than 1 million annual meeting packages — and collectively saved nearly \$5 million in out-of-pocket expenses.

Notice & Access Compliant Proxy Solution -

The SEC's Notice and Access rule provides an alternative delivery method for proxy materials. Now a mandate for large accelerated filers, all companies will be required to utilize the Notice and Access model in 2009.



While this model creates opportunities for reduced print production and mailing expenses, the rule creates new complexities that may

affect the traditional proxy voting process. Since the SEC's mandate, Shareowner Services' solution has emerged as the industry's model. We leverage our existing electronic communication vehicles with Web site creation and hosting, as well as turnkey fulfillment services for traditional delivery of paper materials.

Documents on Demand - This innovative approach to the print, storage and distribution of investment plan materials replaces manual "pick and pack" fulfillment with an electronic-based fulfillment process. With individual requests for specific print and delivery, Documents on Demand can virtually eliminate the physical inventory of shareowner materials and consequent inventory storage costs — offering you the potential for expense reductions related to material production, warehousing and distribution.

Want to learn more?

Ask us for a personalized demonstration.

We'll distinguish your "voice" by asking a single question - What's most important to you? We'll listen to your needs and take action to translate your answer into **results that will matter most to you and your shareowners.**

Client

Quite simply, your needs are at the center of all we do.

Compliance

Because we're part of one of the largest global financial services providers, substantial legal, audit and regulatory compliance protocols are in place to help us meet our obligations to you and your shareowners.

Control

Strong risk management and data security practices are an integral part of our corporate culture.

Commitment

We communicate openly and often with our clients, introduce solutions that maximize the value of their dollar and demonstrate our thought leadership in a rapidly evolving industry. Most importantly, our investments reflect what our clients have told us they want, rather than what we think they need.



About BNY Mellon Shareowner Services:

In addition to its top-ranked stock transfer services, BNY Mellon Shareowner Services offers a comprehensive suite of products and services ranging from record keeping and corporate actions to demutualizations, direct investment, dividend reinvestment, proxy solicitation and employee stock plan administration. BNY Mellon Shareowner Services is part of The Bank of New York Mellon's Issuer Services group, which is also a leading provider of corporate trust services and the market leader in servicing depositary receipts with more than 1,300 sponsored programs. Additional information is available at www.bnymellon.com/shareowner.

About The Bank of New York Mellon:

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 www.bnymellon.com.

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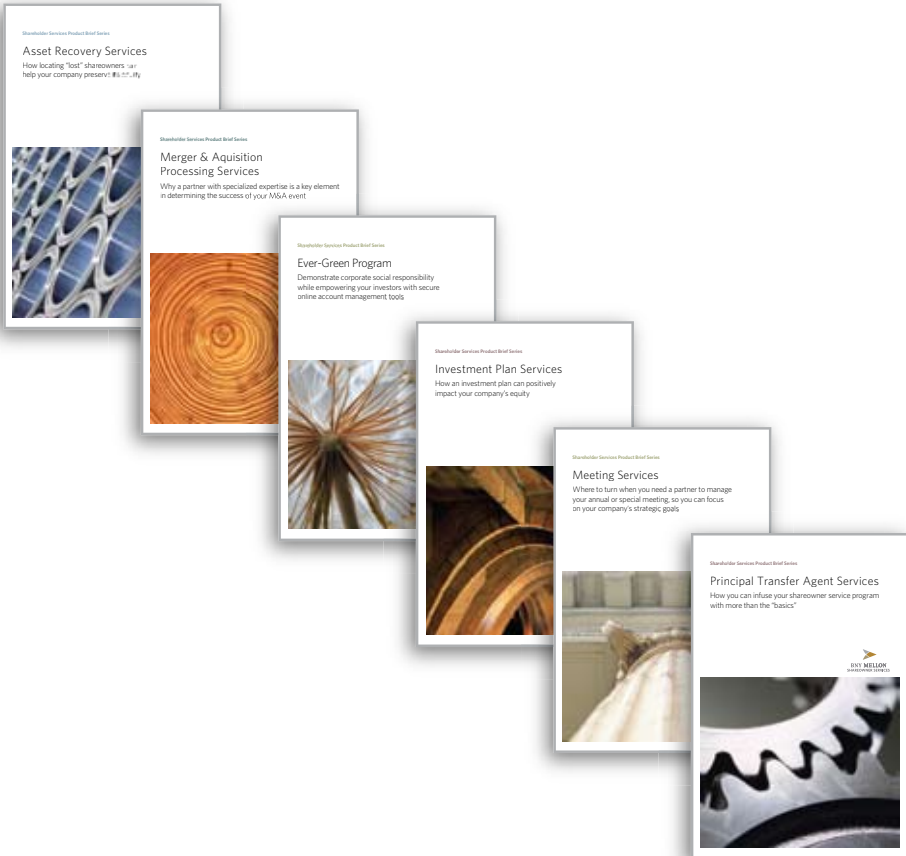
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Successful companies just like yours turn to BNY Mellon Shareowner Services for our formula of proven expertise and collaborative working style. We deliver exceptional results and enduring value to our clients.

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PRINCIPAL TRANSFER AGENT SERVICES

Who's Helping You?



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