



# BNY MELLON

FMeX has partnered with BNY Mellon to bring its content & sales enablement technology to their client base.

**FMeX** | Financial Media Exchange

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## Financial Media Exchange Partners with BNY Mellon *FMeX continues to sign new agreements*

**Plymouth, MA – July, 2017** – Financial Media Exchange (“FMeX”), the world’s largest content library built exclusively for the financial services industry, announced today that it signed a partnership agreement with BNY Mellon whereby the FMeX offerings will be made available to BNY Mellon’s institutional-servicing clients. BNY Mellon is the latest partnership inked by FMeX and the signing comes on the heels of recent agreements with Fidelity Custody and Clearing, TD Ameritrade Institutional, and RBC Correspondent and Advisor Services.

According to Michael Crines, Managing Director of Enterprise Sales at FMeX, *“there is a growing need among financial advisors for content that is timely, relevant and personalized to individual clients. FMeX offers a robust content library, so that financial advisors can quickly send relevant content from their phone, desktop or tablet to where clients want – email, LinkedIn, Facebook, Twitter, websites, blogs or daily newsletters. It’s a great experience for the financial advisor and a better experience for the financial advisor’s client.”*

FMeX was built by industry veterans with a single goal of helping financial advisors increase sales. Pioneering Content-As-A-Service, FMeX provides access to an organized, searchable and customizable content library and is powered by sales technology for the future – all to help transform the way financial advisors connect with clients and win more customers.

*“Our ongoing commitment is to empower our clients with industry-leading technology and services,”* said Michael Denofrio, Managing Director and Global Head of Transfer Agency Services for BNY Mellon. *“By connecting our clients to additional resources and modern technologies, we enhance the BNY Mellon offering and help strengthen our clients’ business.”*

Our formula is really simple continued Crines, *“FMeX wants to help financial firms ensure that their content is relevant, distributed effectively, on the right devices, at the right time and to the right client.”*

## About Financial Media Exchange

FMeX is the **world's largest content library built on sales enablement technology**. Designed exclusively for the financial services industry, our single mission is to help financial professionals provide personalized marketing content to their clients in order to enhance client relationships and increase sales.

FMeX was founded by experts in the financial services industry and is the first Content-As-A-Service company with headquarters in Plymouth Massachusetts and regional offices in New York and Kansas City. Individuals and organizations of all sizes benefit from our sophisticated sales enablement technology that allows for aggregation, curation, and distribution of content from any mobile device, in addition to measuring content utilization, remaining compliant with industry regulations and elevating the customer experience.

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## About BNY Mellon

BNY Mellon is a global investments company dedicated to helping its clients manage and service their financial assets throughout the investment lifecycle. Whether providing financial services for institutions, corporations or individual investors, BNY Mellon delivers informed investment management and investment services in 35 countries and more than 100 markets. As of March 31, 2017, BNY Mellon had \$30.6 trillion in assets under custody and/or administration, and \$1.7 trillion in assets under management. BNY Mellon can act as a single point of contact for clients looking to create, trade, hold, manage, service, distribute or restructure investments. BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation (NYSE: BK).