



For Immediate Release

Albridge Awarded GOLD Level Contact Center Employer of Choice® Certification in 2010

LAWRENCEVILLE, NJ, November 15, 2010 – CCEOC Inc. announced today that BNY Mellon's Pershing Affiliate, Albridge Solutions, Inc. has been recognized as a Gold Contact Center Employer of Choice.

Albridge's client services and support operations join an elite group of contact centers awarded this unique designation. As a Contact Center Employer of Choice®, Albridge is recognized as an industry leader and one of the best contact centers to work for in North America. Through the programs' in-depth reporting and analysis, management is provided with a clear understanding of key employee motivation, satisfaction drivers and opportunities for continuous improvement.

"Albridge has done an exceptional job at driving positive change and building an employer of choice culture," said Jeff Doran, president of CCEOC Inc. "They have achieved one of the highest year over year increases in their certification score of any center we've assessed to date. This has helped them attain some impressive productivity improvements, but more importantly, it has helped them build a progressive work environment that fosters collaboration, engagement and service delivery excellence - simply outstanding!"

"The CCEOC program stands for the things that are important to us—employees, clients, shareholders, culture and community. Through the CCEOC analysis and review, we gained tremendous insight into the motivators that drive employee satisfaction," said Alex Sauickie, Managing Director of Operations and Services, Albridge Solutions, Inc. "We've implemented programs targeting critical areas, including training, development and employee involvement, and have witnessed significant improvements in satisfaction, engagement and morale across the team. This recognition tells us our client services professionals think we've created a great place to work and we believe this will translate into a positive service experience for our clients."

The Contact Center Employer of Choice® award is the industry standard for developing and branding people-centric contact centers. The program helps contact centers improve their ability to attract, retain and engage top talent. It also helps to reduce stress and improve performance. Companies are evaluated on an annual basis to determine their CCEOC standing for that year. There are four levels: Bronze, Silver, Gold and Platinum. Contact centers of any size, type or geographic location can become CCEOC certified. Certified contact centers include FedEx, HILTI North America, Scotiabank, AIR MILES, ING Direct, Roche Diagnostics and Davis & Henderson, to name a few.

Once the designation is achieved, the contact center is profiled on the CCEOC corporate Web site: www.ccemployerofchoice.com, receives a prestigious framed certificate and is promoted through targeted print and electronic media.

About Albridge Solutions, Inc. , an affiliate of Pershing LLC, a BNY Mellon company

Albridge Solutions, an affiliate of Pershing LLC, is a leading provider of enterprise solutions, custom technology and business consulting services to institutional and retail financial organizations and independent registered investment advisors. Albridge draws upon its financial services experience and technology expertise to help financial organizations enhance their operating performance and maximize their productivity. Albridge's wealth management technology consolidates and reconciles client account information from hundreds of data sources that represent banking, brokerage, insurance, retirement, managed accounts and more. Additional information is available at www.albridge.com.

About CCEOC Inc.

CCEOC Inc. is an experienced team of contact center experts, academics and analysts. CCEOC provides a wide variety of innovative programs to help build high-morale, high-performance contact center cultures.

CCEOC Inc. administers and delivers the Contact Center Employer of Choice® Certification and Development program – the standard in building and branding people focused contact centers. Regional, national and international operations such as FedEx, ING Direct, Hilti International and Scotiabank have been recognized through this powerful program. CCEOC experts work with clients at all levels to develop and advance their corporate cultures. For more information on the Contact Center Employer of Choice® Certification program or to find out more about CCEOC education and development services, please email info@ccemployerofchoice.com or call 416 886-7007.

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