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BNY Mellon becomes first presenting sponsor of the WEEI/NESN Jimmy Fund Radio-Telethon

BOSTON (July 7, 2008) – Entercom New England today announced that BNY Mellon Wealth Management has stepped up as the first-ever presenting sponsor of the radio portion of the WEEI/NESN Jimmy Fund Radio-Telethon. The two-day August event, now in its 7th year, is the station's signature charitable initiative and has raised more than \$10 million dollars over the years for Boston's Dana-Farber Cancer Institute.

BNY Mellon has been a supporter of the Jimmy Fund since 1998, having helped raise over \$2 million for the non-profit through support of the annual Joe Cronin Memorial Fishing Tournament. BNY Mellon's relationship with WEEI also includes a first time Red Sox Radio Broadcast sponsorship.

"BNY Mellon is a longtime partner of both WEEI and the Jimmy Fund, so this is a perfect fit," said Entercom New England Vice President of Sales Jim Rushton. "We're thrilled that BNY Mellon will have such a significant role in this wonderful event. Their generous sponsorship certainly gets the fundraising initiative off to an encouraging start."

"BNY Mellon Wealth Management is privileged to join WEEI in supporting the Jimmy Fund, an organization that is so important to our clients, employees, and local communities," said Vicary Graham, regional president for BNY Mellon Wealth Management in New England.

This year's WEEI/NESN Jimmy Fund Radio-Telethon will include special interviews and features, celebrity call-ins, special events, and of course, the opportunity for listeners to get involved and make donations. Additional details will be announced soon.

The Jimmy Fund supports the fight against cancer at Boston's Dana-Farber Cancer Institute, helping to raise the chances of survival for children and adults with cancer around the world. Since 1948, the generosity of millions of people has helped the Jimmy Fund save countless lives by furthering cancer research and care. Unrestricted support from the Jimmy Fund is an integral part of *Mission Possible: The Dana-Farber Campaign to Conquer Cancer*, a \$1 billion capital

campaign to accelerate cancer research, speed development of life-saving therapies, and expand the Institute's signature patient- and family-centered care.

About BNY Mellon Wealth Management:

BNY Mellon Wealth Management is among the nation's leading wealth managers, with more than two centuries of experience in providing investment management, wealth and estate planning, and private banking services to financially successful individuals and families, family offices, charitable gift programs, and endowments and foundations. It is one of the top 10 U.S. wealth managers with approximately \$164 billion in private client assets and an extensive network of offices in 16 states and 3 countries.

About Entercom:

Entercom is one of the nation's largest radio broadcasters with operations in San Francisco, Boston, Seattle, Denver, Sacramento, Cincinnati, Portland, Kansas City, Indianapolis, Milwaukee, Austin, Norfolk, Buffalo, New Orleans, Providence, Memphis, Greensboro, Rochester, Greenville/Spartanburg, Madison, Wichita, Wilkes-Barre/Scranton, Springfield and Gainesville/Ocala.