



Invitation for The Forth Thought Leadership Series Seminar

Dear Valued Client,

We are pleased to announce that BNY Mellon and PEI Media Ltd. released the white paper, "Private Equity Faces the Future: Candid Views From the Market". This is our fourth Thought Leadership Series White Paper. Without kind cooperation from over one hundred of GPs and LPs and other PE related parties around the world this research and as a result, the fourth white paper would not have succeeded.

Based on the white paper, BNY Mellon is going to hold The Forth Thought Leadership Series Seminar on August 4, 2010. We cordially invite you to the seminar followed by cocktail reception and very much hope that you will be able to join us.

Sincerely yours,

Makoto Saji
President and CEO
The Bank of New York Mellon Securities Company Japan Ltd.

Date and Time: Wednesday, August 4, 2010
3:30 p.m. Seminar (open at 3:00 p.m.)
4:35 p.m. Cocktail Reception

Venue: Tokyo Kaikan Level XXI
Urbannet Ohtemachi Building 21F, 2-2-2, Ohtemachi, Chiyoda-ku
Tel: 03-5255-1515

RSVP: by Friday, July 23 with attached registration form

Contact: If you have any questions, please contact Rie Nakamura-Haines
at 03-3595-1389

Bank of New York Mellon The 4th Thought Leadership Series

Wednesday, August 4, 2010
at Tokyo Kaikan Level 21, Othemachi

Please complete and return the registration form by email to the address below by July 23.

To: The Bank of New York Mellon Securities Company, Japan Ltd.
Attn: Rie Nakamura-Haines
Email Address : BNYMSJ-PEfund-eventAug2010@bnymellon.com

Name of Company or Organization

will Attend will not Attend

Name: _____ Title: _____

Tel: _____ Fax : _____

Division Name _____

E-mail Address: _____

Contact: If you have any questions, please contact Rie Nakamura-Haines
at 03-3595-1389

Those attending the seminar are requested to present two business cards at the reception desk.

Please note that the personal information you provide in your application will not be used for any other purpose than arrangements for this event. In addition, this information will be shared with the other relevant Bank of New York Mellon Group entities, which are involved in conducting this event.