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BANK OF NEW YORK CO INC Form 424B2 March 19, 2007 Filed under Rule 424 (b)(2), Registration Statement No. 333-134738, 333-134738-01, 333-134738-02, 333-134738-03, 333-134738-04 and 333-134738-05 Pricing Supplement No. 40 Subject to Completion - dated March 19, 2007 (To prospectus dated June 5, 2006 and prospectus supplement dated June 15, 2006) The Bank of New York Company, Inc. [LOGO] The Bank of New York Company, Inc. \$1,000,000,000 The Bank of New York Company, Inc. CoreNotes (Registered Service Mark) ______ Aggregate Purchasing Proceeds Principal Price to Agent's CUSIP Before Number Amount Public(1) Discount(1) Expenses(1) TBD 100% 2.00% 0640P1LQ4 98.00% _____ _____ Interest Interest Stated Rate Per Payment Maturity Annum Frequency Date Survivor's Option _____ 5.60% Semi-Annual 3/15/2022 Yes _____ Senior Subordinated Medium-Term Notes, Series I Interest Payment Dates: The 15th day of September and March of each year commencing 09/15/2007. Redemption Information: Redeemable at the option of The Bank of New York Company, Inc. on 03/15/2010 and each Interest Payment Date thereafter, at a price equal to 100% on 30 calendar days notice. AggregatePurchasingProceedsPrincipalPrice toAgent'sBefore CUSIP Principal Price to Agent's Amount Public(1) Discount(1) Expenses(1) Number _____ 97.50% TBD 100% 2.50% 0640P1LR2 _____ Interest Interest Stated Rate Per Payment Maturity Survivor's Annum Frequency Date Option _____ 5.65% Semi-Annual 3/15/2032 Yes

Senior Subordinated Medium-Term Notes, Series I

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Interest Payment Dates: The 15th day of September and March of each year commencing 09/15/2007. Redemption Information: Redeemable at the option of The Bank of New York Company, Inc. on 03/15/2012 and each Interest Payment Date thereafter, at a price equal to 100% on 30 calendar days notice.

The Bank of New York Company, Inc. One Wall Street New York, New York 10286

Trade Date: 03/23/2007 Issue Date: 03/28/2007 Minimum Denominations/Increments: \$1,000/\$1,000 Original Issue Discount: No All trades settle without accrued interest and clear SDFS: DTC Book-Entry only Merrill Lynch DTC Participant Number: 161

The defeasance and covenant defeasance provisions of the Senior Indenture and the Senior Subordinated Indenture described under "Description of Senior Debt Securities and Senior Subordinated Debt Securities-Legal Defeasance and Covenant Defeasance" in the Prospectus will apply to the Senior and Senior Subordinated Notes respectively.

(1) Expressed as a percentage of the aggregate principal amount

"CoreNotes(Registered Service Mark)" is a registered service mark of Merrill Lynch & Co., Inc.

Merrill Lynch & Co. Purchasing Agent Acting as Principal