



BROADRIDGE APPOINTS NEW VICE PRESIDENT OF INVESTOR RELATIONS

Lake Success, New York – March 12, 2010 – Broadridge Financial Solutions, Inc. (NYSE:BR) today announced the appointment of Rick Rodick as its new vice president of investor relations. During his six years with the Company, Mr. Rodick has held numerous senior financial leadership roles, including that of Treasurer, a position he will continue to hold. This appointment becomes effective on March 15th. Rick Rodick will succeed Marvin Sims who was recently appointed a vice president of regulatory affairs supporting Broadridge's Investor Communications business.

Commenting on the appointments, Broadridge's Chief Financial Officer Dan Sheldon said, "I am pleased to have Rick assume leadership of the investor relations function as we continue our commitment to provide a high level of transparency in our communications with the investment community. Rick has developed a strong knowledge of Broadridge's business and its strategies, as well as a solid understanding of the capital markets during the last three years in his role as head of Treasury and working with Broadridge's banks and credit rating agencies."

Mr. Sheldon added, "I would like to thank Marvin Sims for his efforts in successfully building and leading our investor relations function during a very challenging and unprecedented time in the financial markets. Since our spin-off from Automatic Data Processing, Inc. in April 2007, Marvin has been instrumental in creating and maintaining the necessary business communications infrastructure and transparency that has helped the investment community understand the Company's business and services, as well as its strategies and industry position. I look forward to Marvin's continued valuable contribution to the Company in his new role."

About Broadridge

Broadridge is a technology services company focused on global capital markets. Broadridge is the market leader enabling secure and accurate processing of information for communications and securities transactions among issuers, investors and financial intermediaries. Broadridge builds the infrastructure that underpins proxy services for over 90% of public companies and mutual funds in North America; processes more than \$3 trillion in fixed-income and equity trades per day; and saves companies billions annually through its technology solutions. For more information about Broadridge, please visit www.broadridge.com.

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