



Broadridge Enhances Global Reference Data Solution to Better Mitigate Risks

Lake Success, New York – June 22, 2009 – Broadridge Financial Solutions, Inc. (NYSE:BR) today announced the upgrade of its Global Reference Data Solution (GRDS). GRDS helps firms to reduce operational risk and downstream processing errors, while helping to minimize their overall data management expenditure.

The functional GRDS enhancements include greater data governance capabilities that allow firms to align their data management rules to their business processes, such as:

- sophisticated pricing capabilities for validating vendor data and handling exceptions
- greater flexibility in the definition and management of data integrity, allowing different consumers to specify their critical data attributes in a non-linear fashion [

GRDS is a managed service that provides the software, hardware and resources needed to support the acquisition, cleansing, storage and delivery of “golden copy” reference data. Unique to the market, GRDS uses GoldenSource®’s Enterprise Data Management infrastructure coupled with the recognized outsourcing capabilities of Broadridge.

Broadridge's Global Reference Data Solution includes a flexible, client-defined rules engine that enables firms to manage both simple and complex securities data. GRDS is also highly scalable, supporting a firm's growth, especially when that growth is achieved by entering new markets. The Global Reference Data Solution is a vital tool for mitigating risks where reference data is critical in the evaluation of potential exposure.

“By implementing this offering, clients gain greater control of their reference data which results in improved management of risk exposure, while allowing firms to reduce their overall data management expenditure,” said Richard Stumm, Vice President-Data Management, Securities Processing Solutions, U.S., Broadridge. “Pairing the GRDS offering with our BPO Managed Data Services provides a total solution for achieving high quality reference data in a pay-as-you-go model.”

Key benefits of the enhanced Global Reference Data Solution include the following:

- **Reduce operational risk and downstream processing errors by improving the quality of your Reference Data**
- **Rapidly enter new markets by reducing implementation risk and time to market**
- **Reduce reference data management expenditure**

About Broadridge

Broadridge Financial Solutions, Inc., with over \$2.2 billion in revenues in fiscal year 2008 and more than 40 years of experience, is a leading global provider of technology-based outsourcing solutions to the financial services industry. Our systems and services include investor communication, securities processing, and clearing and outsourcing solutions. We offer advanced, integrated systems and services that are dependable, scalable and cost-efficient. Our systems help reduce the need for clients to make significant capital investments in operations infrastructure, thereby allowing them to increase their focus on core business activities. For more information about Broadridge, please visit www.broadridge.com.

Media Contacts:

Public Relations Firm of Record

Al Bellenchia

The Torrenzano Group

+1 (212) 681-1700, ext. 156

abellenchia@torrenzano.com

Broadridge Media Contact:

Arlene Driscoll

Broadridge Financial Solutions, Inc.

+1 (212) 981-1347

Arlene.Driscoll@broadridge.com