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Broadridge announces New Name for its Clearing & Outsourcing Segment

New York, NY – July 9, 2007 – Broadridge Financial Solutions, Inc. (NYSE:BR) today announced that its wholly owned subsidiary ADP Clearing & Outsourcing Services, Inc. will now be called Ridge Clearing & Outsourcing Solutions, Inc. ([Ridge Clearing](#)).

Ridge Clearing is a pure provider of correspondent clearing solutions to fully disclosed broker-dealers and operations outsourcing solutions to self-clearing broker-dealers. Ridge Clearing manages the processing of domestic and international equities, fixed income, mortgage backed securities, mutual funds, ADRs, and other financial instruments for institutional broker-dealers, discount and full-service broker-dealers, as well as wealth managers around the world.

Joe Barra, President of Ridge Clearing, commented “We are pleased to announce our new name. It conveys our sense of stability, security, and reliability to our clients. As we always have, we will continue to prove our lasting commitment through the delivery of our best-of-breed products, exceptional service, and personalized relationships.”

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About Broadridge

Broadridge Financial Solutions, Inc., formerly ADP Brokerage Services Group, with nearly \$2.0 billion in revenues and more than 40 years of experience, is a leading global provider of technology-based outsourcing solutions to the financial services industry. Our integrated 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.