



## **Broadridge Financial Solutions Receives Four Awards of Distinction at the 14<sup>th</sup> Annual Communicator Awards**

**Lake Success, NY – July 23, 2008** – Broadridge Financial Solutions, Inc. (NYSE:BR) is pleased to announce that they received the Award of Distinction (Silver) in four categories at the 14<sup>th</sup> Annual Communicator Awards on May 23, 2008 for communications Broadridge developed. The Communicator Awards is a leading international awards program that honors creative excellence for communications professionals. The prestigious award is a testament to Broadridge's continuous efforts to enable its clients to excel at employee and investor communications through ongoing and effective content development and design enhancements. The awards are given only to those companies whose work exceeds industry standards in quality and excellence, a distinction that puts Broadridge among the best in their field.

For more than a decade, the Communicator Awards has honored the best creative work in the communications field. More than 8,000 entries were considered for awards this year alone, making it one of the most competitive awards of its kind in the world. This year, Broadridge was recognized with the Award of Distinction for its Personalized Employee Retirement Plan Statement in both the Benefits and Special Edition categories as well as for their Communications Capabilities Brochure in the Capabilities and Overall Design categories. This is the second industry recognition for Broadridge's Personalized Employee Retirement Plan Statement product, which also received the PODi Best Practices Award in the Direct Marketing category earlier this year.

"We are honored to receive these awards for our Personalized Employee Retirement Plan Statement product and our Communications Capabilities Brochure project," said Gerard Scavelli, President, Information Distribution Solutions, Broadridge. "Our goal with these communications initiatives is to create high-impact and informative materials that engage the readers and simplify otherwise complex topics. We feel that the recognition by the Communicator Awards is a testament to our leadership in this space."

Broadridge's Marketing Communications suite of products encompass the development and distribution of pre-sale traditional marketing literature and associated collateral on behalf of funds, brokers and retirement plan providers to prospective investors, existing shareholders and other targeted recipients.

Broadridge's Personalized Statement product features clear, concise content and visually compelling illustrations and projections to help its clients inform employees and motivate them to maximize their retirement plans. The statements are completely personalized for individual employees, containing information on their accounts, balances and investments, as well as projected account balances at retirement, based on current contribution levels and investments.

The Communications Capabilities Brochure was developed as a tool to market Broadridge's diverse document design, composition, production and fulfillment solutions. The same internal creative team that develops award-winning communications for client initiatives also designed the Capabilities Brochure.

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### **About Broadridge**

Broadridge Financial Solutions, Inc., with over \$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 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](http://www.broadridge.com).

### **About the Communicator Awards**

The Communicator Awards is the leading international awards program honoring creative excellence for Communications Professionals. Founded by communication professionals over a decade ago, the Communicator Awards received over 8,000 entries from companies and agencies of all sizes, making it one of the most competitive awards of its kind in the world. The Communicator Awards provides winners and their clients the recognition they deserve and gives communications and creative professionals proof and validation that their work is outstanding and highly regarded by their peers. The Communicator Awards provides an equal chance of winning to all entrants regardless of company or agency size and project budget. The Award of Excellence, the group's highest honor, is given to those entries whose ability to communicate puts them among the best in the field. The Award of Distinction is presented for projects that exceed industry standards in quality and achievement. For well over a decade, the Communicator Awards has honored the best creative work in the communications fields. And now, as we enter our 14th season, we are thrilled to announce new initiatives to make the most important and relevant award of its kind even better.

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