



## Broadridge Japan Appoints Hideyuki Takahashi as Sales Director

**Lake Success, New York, – September 9, 2009** – Broadridge Financial Solutions, Inc. (NYSE:BR) today announced that as it has appointed Hideyuki Takahashi as sales director within its international division in Japan. He is responsible for the sale of Gloss, Broadridge's international securities processing solution, to both international and domestic banks and brokerage firms in Japan.

Takahashi has amassed over 20 years of experience in managing securities operations within the investment banking industry in Japan including UBS, ING Barings, Bank of New York, Lehman and Calyon. He is based in Broadridge's Tokyo office and will support the rising demand for its Gloss solution from Japanese and international firms.

Broadridge has been operating in Japan for over 10 years and invests substantially in its products and services in Japan and the Asia Pacific region. Recently, Broadridge's service capability was extended to offer an integrated solution for the Japanese securities market including Japanese equities, convertible bonds, and subscription rights processed by on-shore Japanese broker-dealer operations. This functionality is an integrated extension of its multi-currency Gloss securities processing solution.

Joe O'Connor, Managing Director, Sales, Securities Processing Solutions, International, Broadridge, said, "We are delighted to welcome Takahashi-san to Broadridge. He has a wealth of experience in the Japanese banking industry and is well-positioned to help expand our client base, as firms review and streamline their operations to achieve greater efficiency. The appointment of Takahashi-san to our sales team further demonstrates Broadridge's commitment to the Japanese market."

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### About Broadridge

Broadridge Financial Solutions, Inc., with over \$2.1 billion in revenues in fiscal year 2009 and more than 40 years of experience, is a leading global provider of technology-based 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).

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