



Broadridge Canada Announces BR Mobile for Financial Advisors

TORONTO, Ontario, Oct. 18, 2011 – Broadridge Financial Solutions, Inc. (NYSE:BR) today announced the availability of the BR Mobile solution for financial advisors in Canada, as a new product offering for Canadian securities dealers using Broadridge's Dataphile solution set.

This new solution from Broadridge creates a real-time mobile extension of the ProPhile® advisor desktop, allowing advisors using the most popular mobile devices to access their client information at any time and from any location. BR Mobile increases the advisors' productivity while interacting with clients, allowing for mobile views of data such as account, client, and household level reports.

Clients' real-time holdings can now be viewed on most smart devices by using BR Mobile, which gives advisors the flexibility to view security holdings, view transaction history, place mutual fund, equity and option orders, and view real-time trade information directly from their mobile devices. Additional benefits of this new mobile interface include viewing/emailing desktop reports, links to online pricing and research, links to online location services, and device-specific contact services.

Over the next year, Broadridge will be adding account opening functionality to further increase advisor productivity and improve the overall client experience.

Manulife Securities worked closely with Broadridge to create and develop this new mobile application. "At Manulife Securities, we've been focused on a number of technology solutions that are geared at not only supporting the advisor's business, but their clients' experience as well," said Donna Carbell, VP, Chief Administration Officer, Manulife Securities. "We're very excited about the potential for BR Mobile to deliver high-value mobile technology solutions to our advisors and to help enhance their clients' experience."

Michael Dignam, President, Securities Processing Solutions, Canada, Broadridge, said, "As technology evolves and business needs change, Broadridge aims to deliver leading technology solutions, such as BR Mobile, in order to provide both increases in operational efficiencies and improved advisor interactions with investors."

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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 \$4 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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