



Broadridge Introduces a New 1:1, Targeted Retirement Plan Communication Solution

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LAKE SUCCESS, NY -- (MARKET WIRE) -- 12/18/07 -- Broadridge Financial Solutions, Inc. (NYSE: BR) today announced the launch of an Internet-based solution that allows retirement plan providers to easily create and output high-impact communications for their clients that feature visually compelling projections of how much their investments could grow over time. Plan providers can use the template-driven tool, rich with charts, illustrations and other variable content, to create a personalized financial "snapshot" designed to motivate investors to increase participation and deferral rates.

Clients already using Broadridge's output and distribution options can now further increase the effectiveness of their communications program via a cost-efficient, turnkey solution that allows them to focus more on their core business of managing assets. In one recent targeted retirement plan mailing prepared by Broadridge, participation in the 401(k) plan increased from 62% to 69%.

This secure, online solution is available as a stand-alone product, or it can integrate seamlessly with Broadridge's Dynamic On-demand Communications System(TM) (DOCS). Data and artwork can easily be imported via a feed and/or an online upload. The resulting documents are personalized with variable messages and illustrations based on age, compensation and current deferral rates.

After years of experience in re-engineering the content and design of financial communications for clients on a case-by-case basis, Broadridge developed this standard solution for retirement plan communications. "Using the talents of our communications experts and our technology know-how, we developed this proprietary tool that plan providers can use right from their desktops with minimal effort and upfront cost," said Gerard Scavelli, President, Investor Communication Solutions at Broadridge. "Broadridge is committed to making the overall communications process as simple and efficient as it can be."

About Broadridge

Broadridge Financial Solutions, Inc., formerly ADP Brokerage Services Group, 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. Broadridge offers a broad, integrated suite of innovative global solutions across the investment lifecycle and provides a wide range of cost-effective and scalable solutions to the financial industry. 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.

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