PRIMEVEST Adopts Broadridge's Portfolio Accounting and Performance Reporting Service

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Combined service provides cost basis tracking consistent with TARP requirements and performance calculations consistent with GIPS®

LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- Broadridge Financial Solutions, Inc. (NYSE:BR) today announced that PRIMEVEST Financial Services, a leader among broker-dealers dedicated to serving financial institutions, has implemented Broadridge's Aspire Portfolio Accounting and Performance Reporting service. PRIMEVEST can now use the integrated service both to comply with new IRS requirements and to provide sophisticated performance reporting to their more than 400,000 accounts.

"As part of our commitment to deliver unparalleled support for financial institutions, the incorporation of the Aspire Portfolio Accounting capability was the next logical step in the continued evolution of our technology," said Catherine Bonneau, president and CEO of PRIMEVEST. "Ahead of the IRS deadline, this enhancement makes it easier for our clients to meet all the IRS requirements and have the added benefit of flexible performance reporting. By working closely with Broadridge for these critical functions, we are much more confident in our ability to stay ahead, despite the rapidly changing landscape."

"PRIMEVEST is known as an innovator and a broker-dealer industry leader," said Rob Enz, general manager, Securities Industry Software, Securities Processing Solutions – U.S., Broadridge. "We're very proud to have them as the first client to take advantage of our new combined accounting and performance service."

"Our Aspire Portfolio Accounting and Performance Reporting engine provides tremendous value for firms that take advantage of the combined offering. With a single solution, a single database, and a single reconciliation operation, our clients can achieve both Troubled Asset Relief Program (TARP)- compliant cost basis reporting and Global Investment Performance Standards (GIPS)-compliant performance reporting," Mr. Enz added.

The Aspire service delivers sophisticated performance reporting, advanced portfolio analytics, and lot-level cost basis tracking and reporting in a single package. Broadridge's Aspire Portfolio Accounting and Performance Reporting service offers tremendous value to broker-dealers upgrading their cost basis tracking to comply with new regulations, and who would like to augment and differentiate their services in the process.

Broadridge's Aspire Portfolio Accounting and Performance Reporting service can use any books-and-records back-office solution. It supports multiple currencies and subaccounts, and it provides dramatically higher capacity than ever before available -- at substantially lower cost-per-account.

About PRIMEVEST

Founded in 1984, PRIMEVEST Financial Services, Inc., is an independent, self-clearing broker-dealer serving the clients of more than 500 financial institutions throughout the United States. PRIMEVEST delivers innovative investment and insurance solutions, comprehensive support and a flexible program structure. From technology to compliance support – everything PRIMEVEST does is with the financial institution in mind.

PRIMEVEST is a member of the Depository Trust and Clearing Corporation (DTCC), the Securities Investors Protection Corporation (SIPC), and the Financial Industry Regulatory Authority (FINRA). For more information, see www.primevest.com.

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 $3 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.

Source: Broadridge Financial Solutions, Inc.