

BPO is a Hot Topic for Broadridge at the TowerGroup/CEB Annual Conference

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- Firm Unveils Findings of White Paper on BPO in Global Financial Services Industry -

LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- As global financial services firms continue to integrate business process outsourcing (BPO) into their business models, leading BPO provider Broadridge Financial Solutions, Inc. (NYSE:BR) will present emerging BPO trends and delivery models at the 2011 TowerGroup/CEB Annual Financial Services Strategy & Technology Conference & Exhibition on April 13-15, 2011, in Boston. The conference focuses on sustainable innovation in financial services and targets senior level executives from financial services firms.

During his keynote presentation, Joseph Barra, President, International Securities Processing & Global Outsourcing Solutions, Broadridge, will discuss the key challenges facing the financial services industry, such as increased regulation, globalization and margin pressure, along with the industry's imperative responses including the need to redefine traditional business models and reassess how value is assessed within outsourcing models.

"Business process outsourcing in the financial services industry has entered a new era where the old benchmarks for success are no longer applicable," said Joseph Barra. "Firms are no longer content with merely cost savings as the end result. They now are looking for business process outsourcing to help them achieve multiple business goals ... to reduce costs, enhance the customer experience and enable revenue growth.

Mr. Barra will also review findings from the 2011 TowerGroup white paper, *21st Century Business Process Outsourcing: Delivering Operational Excellence and Enabling Revenue Growth*. The TowerGroup was commissioned by Broadridge to conduct the independent research and analysis of the emerging practices and trends in financial services business process outsourcing.

"The TowerGroup's research in the BPO space validates what Broadridge has seen over the past several years," continued Mr. Barra. "Financial services firms are looking for flexibility in their BPO arrangement and for a provider to have strong functional expertise and a deep understanding of the industry as well as the unique needs of their clients."

This past September, Broadridge announced a major expansion of its business process outsourcing solutions offering. With this expansion Broadridge clients have the ability to use their technology of choice while taking advantage of Broadridge's front-office, middle-office, back-office, corporate and finance BPO solutions.

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.

About the TowerGroup

TowerGroup is the leading research and advisory services firm focused exclusively on the global financial services industry. For more than a decade, we have been providing the world's top financial services, technology, and professional services companies with trusted advice and continuous, timely, and objective information. TowerGroup thoroughly understands the complexities of the financial services industry. With unrivalled industry experience and outstanding analytical prowess, our strong team of analysts and specialized advisors covers the business and technological issues impacting the entire financial services sector.

Source: Broadridge Financial Solutions, Inc.