

Broadridge Launches Mobile Voting on Major Mobile Platforms

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LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- Broadridge Financial Solutions Inc. (NYSE: BR) announced today that Mobile ProxyVote^(R).com is now live and available for proxy voting and compatible with an array of market-leading mobile devices, including Verizon's new Apple iPhone^(R) 4, as well as the BlackBerry^(R), Android^(R), Microsoft^(R), tablets and other smartphone platforms.

"The availability of ProxyVote on thousands of mobile devices is in direct response to consumers' rapidly changing preference to access and act on information on the go -- on their mobile device," said Robert Schifellite, President, Investor Communication Solutions, Broadridge. "Investing in technologies to provide shareowners choice and ease of use in receiving and acting on their proxy materials is in line with our efforts to increase individual shareholder participation."

"Mobile ProxyVote is easy to use," explained Joseph Vicari, Vice President, Business Strategy and Development, Broadridge. "There is no software to download and no fee for the corporate or mutual fund issuer or the shareholder. All a shareholder needs to do is access ProxyVote.com from their mobile device and simply vote."

Twenty million proxy votes were recorded through the Broadridge ProxyVote.com platform for the 12 months ending June 2010. ProxyVote offers "street name" and registered shareowners, as well as 401(k), ESOP and ESPP participants, the convenience of voting their shares on the Internet, and now with the introduction of Mobile ProxyVote, through compatible mobile devices.

The initial product announcement was made at Broadridge's annual Investor Communications Conference in December 2010, which attracted hundreds of top executives from the nation's leading financial services firms, institutional investors and corporate issuers.

ProxyVote.com is a registered trademark of Broadridge Financial Solutions, Inc., iPhone is a registered trademark of Apple Inc., BlackBerry is a registered trademark of Research In Motion Limited, Android is a trademark of Google, Inc., and Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

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.