



Broadridge Launches New Global Reference Data Solution Powered by GoldenSource

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NEW YORK, NY -- (MARKET WIRE) -- 04/30/07 -- Broadridge Financial Solutions, Inc. (NYSE: BR), formerly ADP Brokerage Services Group, today announced the launch of its Global Reference Data Solution, a fully managed enterprise solution that combines capture, scrubbing, storage and distribution of mission critical reference data with an ASP and BPO delivery.

The Global Reference Data Solution will be powered by GoldenSource. IBM will be the preferred systems integrator in order to offer prospective clients a full end-to-end solution that includes comprehensive integration of the client's downstream systems to Broadridge's Global Reference Data Solution.

Broadridge's Global Reference Data Solution is a high performance platform which will acquire data from select market data feeds as well as internal and/or proprietary data. Broadridge will use GoldenSource's comprehensive EDM platform to ensure that accurate and consistent reference data is centralized, stored, and published to downstream client systems. Broadridge's Global Reference Data Solution will include flexible, client-defined rules and will enable Broadridge to manage both simple and complex securities data across multiple asset classes while providing the scalability to meet the evolving needs of its clients.

"Our Global Reference Data Solution offering will create a single source of truth for reference data by leveraging the scalability, flexibility and depth of the GoldenSource platform. By implementing the Global Reference Data Solution offering, clients will be able to leverage the core competencies of all three firms to reduce time-to-market, mitigate risk and improve operational efficiencies," said Charlie Marchesani, President, Broadridge, Securities Processing Solutions, US. "With this new service, we are responding to strong industry demand for outsourced managed data services through a natural outgrowth of our long heritage managing reference data and providing world class service delivery."

"A critical requirement of this innovative end-to-end service is the ability to quickly connect a vast array of downstream transaction and application systems to the Broadridge Service," said Doug Butler, Americas Financial Markets Industry Leader for IBM Global Business Services. "By leveraging our deep data management expertise and proven track record in delivering complex integration projects, IBM is ideally suited to rapidly bringing this service to market and adding significant value to the Broadridge offering."

"GoldenSource is proud to be chosen by Broadridge as the key technology powering this high value reference data market solution," said Mike Meriton, President and CEO, GoldenSource Corporation. "Broadridge will leverage GoldenSource's broad and comprehensive industry data standard through our 'Powered by' program to speed client adoption of their new service offering and deliver immediate value to end-users."

About Broadridge

Broadridge Financial Solutions, Inc., formerly ADP Brokerage Services Group, with nearly \$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 integrated systems and services include investor communication, securities processing, and clearing and outsourcing solutions. We offer advanced, integrated systems and services that are dependable, scalable and cost-efficient. 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

Forward-Looking Statements

This release and other written or oral statements made from time to time by representatives of Broadridge may contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Statements that are not historical in nature and which may be identified by the use of words like "expects," "assumes," "projects," "anticipates," "estimates," "we believe," "could be" and other words of similar meaning, are forward-looking statements. These statements are based on management's expectations and assumptions and are subject to risks and uncertainties that may cause actual results to differ materially from those expressed. Factors that could cause actual results to differ materially from those contemplated by the forward-looking statements include: the impact of Broadridge's separation from ADP on the clients, employees and other aspects of Broadridge's business; Broadridge's cost structure and capital structure as a stand-alone company, including its credit ratings and indebtedness; Broadridge's success in obtaining, retaining and selling additional services to clients; the pricing of products and services; changes in laws regulating registered clearing agencies and broker-dealers; overall market and economic conditions; competitive conditions; financial market activity; changes in technology; availability of skilled technical employees and the impact of new acquisitions and divestitures. Broadridge disclaims any obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise.

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