

## Broadridge Launches Aspire(R) Trader for Fixed Income Trading

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LAKE SUCCESS, NY -- (MARKET WIRE) -- 12/10/07 -- Broadridge Financial Solutions, Inc. (NYSE: BR) announced today the launch of Aspire Trader for fixed income traders. Aspire Trader is a fixed income product distribution system that gives trading desks the ability to offer products to multiple external and internal sales channels through one automated inventory management system. Designed to help traders expand their fixed income marketplace, Aspire Trader also eliminates burdensome manual processes and assists firms in meeting their compliance requirements.

Broadridge's Aspire Trader interfaces with Bloomberg, BondDesk, TheMuniCenter, and ValuBond to provide firms with a full front- to back-end solution for automated fixed income trading. Traders control which market centers list their offerings as well as the terms that are displayed. When traders change prices or quantities, enable or disable an offering, their entire distribution channel reflects the new information instantly.

For municipal bond underwriters, Aspire Trader interfaces with the i-Deal municipal book-running system to provide security setup and initial buy-ins for syndicate managers and participants. Once in Aspire Trader, all syndicate trades are processed and reported automatically representing the role of the firm.

Aspire Trader also powers a robust, retail offering system for a firm's financial advisors to place trades and see updates to offering prices, quantities (available and reserved), and commissions, all in real-time. This up-to-the-second data arms the financial advisor with the information they need to act on fluctuating conditions and allows them to confidently fill their clients' orders.

Designed as a platform independent product, Aspire Trader can be integrated with any back office system. For firms using a Broadridge back office system today, completed trades are immediately booked into the firm's system of record.

David Swift, General Manager, Securities Processing Solutions, Broadridge, commented, "We are very excited to bring this product to the marketplace. We have made a significant investment in the development of a system that automates the trading of fixed income securities. The system not only enables firms to reach a larger marketplace, but also streamlines operations, enabling firms to grow their fixed income business with minimal, if any, increase in staffing. Between Aspire Trader's ability to increase a firm's fixed income sales channel and its automation of manual processes that have typically hindered a firm's ability to grow, we believe we've delivered a powerful fixed income solution to our clients and the marketplace."

### 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 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](http://www.broadridge.com).

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