



Broadridge's Access Data Introduces New Market Intelligence Product for ETF Market

Lake Success, New York – July 19, 2010 – Broadridge Financial Solutions, Inc. (NYSE:BR) today announced that for the first time issuers of Exchange Trade Funds (ETF) are able to gain a solid understanding of how financial intermediaries are using ETF products through its Access Data SalesVision[®] Distribution Platform.

The introduction of Market Intelligence, a new and unique module, provides ETF managers with previously unattainable levels of data transparency across all distribution channels. It combines this data with innovative analytic tools from Access Data SalesVision, including dashboards for asset flow changes, trend analysis and peer comparisons. SalesVision is an industry-leading enterprise reporting and data management platform used by asset management firms and financial intermediaries for more than ten years.

“ETF managers are now able to assess their relative market position and view asset positions and flows across all distributors,” said Gerard Scavelli, President, Mutual Fund Solutions, Broadridge. “In the same way Access Data SalesVision provides transparency for mutual funds, it now offers ETF issuers the technology tools to effectively focus their sales and service resources,” he added.

ETF providers can compare and contrast asset flows against similar products by investment category across all distribution channels, including independent broker dealers, registered investment advisory firms, retail supermarkets, retirement platforms, clearing firms and custodians. Distributor asset positions and flows are further broken down to local office locations with comparisons against industry flows.

Market information includes such unique data as average account size by office location, market share for executing firms trading with financial supermarkets and market share by product categories.

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About Broadridge

Broadridge (NYSE: BR) 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 Access Data

Access Data Corp., a Broadridge Company, is a leader in enterprise data management, analysis and reporting for the financial services industry. Today over 50 leading asset management firms and financial intermediaries utilize Access Data's proprietary technology and services to gain visibility into how sales and assets are generated and address a myriad of challenges in distribution, compensation management and compliance and risk management. Access Data's flagship product, Access Data SalesVision[®] provides comprehensive storage and analysis solutions, delivering web-based reporting as Software as a Service.

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