



For Immediate Release
Contact: Melissa Grappone
800.889.3914, ext. 108

American Portfolios Implements Broadridge's Forefield Suite of Education and Communication Tools for Advisors and Shareholders

HOLBROOK, N.Y. (June 10, 2013)—American Portfolios Financial Services, Inc. (APFS) and Forefield, a Broadridge Financial Solutions Inc. (NYSE: BR) company announced that APFS has implemented Forefield's Web-based advisor education and client communication solutions. The suite of tools will become the cornerstone of American Portfolios' end-to-end practice management solutions, supporting its growth strategy and recognition as a national leader in financial services.

"Forefield's technology suite enhances the value proposition our advisors bring to their clients with leading financial education. And, the seamless integration of its compliance oversight functionality into American Portfolios' Web-based infrastructure tightly aligns with the efficient workflow processes we've put in place in the field and internally," said American Portfolios Chief Executive Officer Lon T. Dolber. "Employing the Forefield suite furthers our commitment to providing our advisors with leading edge tools and technologies to maintain and grow their businesses."

"Forefield's products and capabilities, supported by Broadridge's industry expertise and reputation, will be an invaluable asset to American Portfolios and their financial advisors as they undergo significant growth," said Andy Besheer, president of customer communications and investor communication solutions at Broadridge. "As first time partners, we are working closely with American Portfolios to integrate Forefield's solution into the core of their renewed practice management set."

American Portfolios employs several of Forefield's Web-based applications:

- **Forefield Advisor™:** A sales, education and client communication tool enabling financial advisors to deliver current, concise and accurate resources to their clients
- **Continuing Education (CE):** An online continuing education service where advisors earn credits necessary to satisfy CE requirements for many popular accreditations, including CFP®, ChFC®, CLF®, CLU®, RHU® and REBC®
- **Composer:** An e-mail solution allowing financial advisors to create, host and distribute their own content using Forefield's e-mail and Web platform

American Portfolios began using the suite of Forefield services on May 13, 2013.

About American Portfolios Financial Services, Inc.

American Portfolios Financial Services, Inc. (APFS) is a full-service independent broker/dealer and member firm of FINRA and SIPC, whose primary mission is to provide the best business solutions, support and services that its

financial professionals require to achieve financial freedom for their clients. The firm has created a decidedly competitive presence in the industry as one of the top 50 independent broker/dealers in the country, with more than 800 independent investment professionals located in over 387 branch locations nationwide.

About Broadridge

Broadridge Financial Solutions, Inc. (NYSE:BR) is the leading provider of investor communications and technology-driven solutions for broker/dealers, banks, mutual funds and corporate issuers globally. Broadridge's investor communications, securities processing and operations outsourcing solutions help clients reduce their capital investments in operations infrastructure, allowing them to increase their focus on core business activities. With 50 years of experience, Broadridge's infrastructure underpins proxy voting services for over 90 percent of public companies and mutual funds in North America, and processes more than \$4.5 trillion in fixed income and equity trades per day. Broadridge employs approximately 6,200 full-time associates in 13 countries. For more information about Broadridge, please visit www.broadridge.com.

###