

GlobeOp names Jan Zlotnick chief marketing officer

LONDON, NEW YORK – 25 FEBRUARY 2010 – GlobeOp Financial Services (LSE:GO) has appointed Jan Zlotnick to the newly-created position of chief marketing officer. Zlotnick reports to Hans Hufschmid, GlobeOp chief executive officer, and will be based in the company's New York City office. He is also a member of GlobeOp's Operating Committee.

"In this new role, Jan will help us refine and implement marketing and branding strategies to ensure we take full advantage of the substantial opportunities we see for GlobeOp," said Hans Hufschmid. "We believe significant new applications for our expertise are being created by the current financial market evolution. We are therefore strategically strengthening our investment in marketing to position GlobeOp even more clearly as the leading solution for business process outsourcing."

Zlotnick brings more than 20 years of brand marketing and creative agency leadership to GlobeOp. In addition to founding and heading two boutique branding agencies, he served in strategy and creative management roles at regional US and global agencies. Client brand positioning and marketing campaigns included those for *Business Week*, BMW Motorcycles and Guess as well as other leading consumer, health care and service industry organizations.

Zlotnick graduated with a BA (honors) in English and Semiotics at Brown University in Rhode Island. He also undertook non-degree graduate studies at the Medill School of Journalism at Northwestern University, Illinois and the School of Visual Arts in New York City.

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Notes to Editors

About GlobeOp Financial Services

GlobeOp Financial Services (LSE:GO.) is a leading, independent financial technology specialist providing automated, integrated middle- and back-office, administration and risk reporting services to hedge funds and asset management firms-including banks, insurance companies, mutual & pension funds and proprietary traders. Clients trading a wide range of asset classes and derivatives outsource to GlobeOp to reduce technology investments and operational risks, and to focus resources on asset generation and portfolio management. Established in 2000, GlobeOp serves more than 190 clients worldwide, representing \$106 billion in assets under administration (AuA). With headquarters in London and New York, GlobeOp employs more than 1,500 people on three continents; offices are also located in Dublin, Ireland; George Town, Cayman Islands; Harrison and Yorktown Heights, NY and Hartford, CT, U.S.A.; and Mumbai (Bombay), India. Further information: www.globeop.com

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