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## **DST Systems and Blue Frog Solutions to Deliver Annuity Order Entry through DST Vision**

### **Integrated applications to support new contract establishment**

Kansas City, Mo. and Pompano Beach, Fla., January 19, 2010—DST Systems and Blue Frog Solutions have collaborated to provide an annuity order management compliance solution to independent intermediaries through DST Vision<sup>®</sup>, DST's industry-leading online account management solution.

DST Vision is a widely used account management Web site providing financial intermediaries access to customer account information from more than 290 mutual fund, REIT and variable annuity companies. Blue Frog's AFFIRM<sup>™</sup> for Annuities solution integrates an insurance carrier's complex product rules with a distributor's compliance processing to assist intermediaries in generating transactions that are in good order. Compliant applications are then electronically submitted to carriers for processing after successfully passing supervisory reviews required by the distributor.

The resulting offering, AFFIRM for DST Vision, is designed to deliver efficiency, consistency, suitability, compliance and supervision capabilities currently available to larger firms in a package tailored to the needs of the independent broker/dealer community.

Available at no cost to the intermediary, AFFIRM for Vision offers an easy-to-use point-of-sale system that enables financial advisors to create an annuity order. Complete order validation helps to ensure an efficient, consistent experience for representatives and compliance officers, and to improve the rate of transactions that are in good order.

Leveraging a carrier's existing DTCC interface, AFFIRM for DST Vision is designed to validate each annuity order against a carrier's annuity product data to confirm it is consistent with the carrier's requirements. It also is designed to automatically produce carrier forms and deliver the complete order to the home office for review and approval prior to submission to the carrier.

“By supporting compliance processing for annuity order management, Vision makes it easier for me to sell these products alongside my other investment offerings,” says Aaron Spradlin, vice president of information technology, United Planners Financial Services, an independent broker/dealer. “This solution addresses the lack of order entry automation capabilities available to the independent broker/dealer community.”

“AFFIRM for DST Vision meets a very real need in the annuity industry, and we’re pleased to go to market with this joint solution,” says Dan Smith, CEO, Blue Frog Solutions.

“With this collaboration, DST further asserts its commitment to providing value-added solutions that serve both product providers and their distribution partners,” says Kyle Mallot, DST vice president in charge of Vision. “We are proud to offer this next level of support to our variable annuity clients and the intermediaries that sell their products.”

DST Vision and Blue Frog appear together at the OneVoice 2010: FSI Broker-Dealer Conference in New Orleans next week.

**About Blue Frog Solutions:**

Blue Frog Solutions, ([www.bluefrogsolutions.com](http://www.bluefrogsolutions.com)), based in Pompano Beach, Florida, is a leading technology solutions provider that focuses on the life, annuities and long-term care market. A financial service insurance processing firm, Blue Frog offers solutions that facilitate more insurance transactions that are compliant and In Good Order, helping drive increased business. To date more than \$16 billion in deposits have been processed through Blue Frog’s AFFIRM platform. Blue Frog simplifies the business of selling insurance.

**About DST Systems:**

DST Systems, Inc. provides sophisticated information processing and computer software products and services to support the mutual fund, investment management, insurance and healthcare industries. In addition to technology products and services, DST provides integrated print and electronic statement and billing output solutions through a wholly owned subsidiary. DST’s world-class data centers provide technology infrastructure support for mutual fund companies, healthcare providers, banks, mortgage bankers and insurance companies around the globe. DST is headquartered in Kansas City, Mo., and is a publicly traded company on the New York Stock Exchange.

The information and comments above may include forward-looking statements respecting DST and its businesses. Such information and comments are based on DST’s views as of today, and actual actions or results could differ. There could be a number of factors affecting future actions or results, including those set forth in DST’s latest periodic financial report (Form 10-K or 10-Q) filed with the Securities and Exchange Commission. All such factors should be considered in evaluating any forward-looking comment. The Company will not update any forward-looking statements in this press release to reflect future events.

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