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## **BrightScope announces Chris Riggio as its First Chief Revenue Officer**

*Riggio will lead the national expansion of BrightScope's enterprise sales and support organizations*

**SAN DIEGO, Calif. (Apr. 16, 2014)** – BrightScope ([www.brightscope.com](http://www.brightscope.com)), a leading provider of software, analytics, and data to the world's leading financial institutions, today announced that Chris Riggio has joined the company as Chief Revenue Officer (CRO), reporting to the CEO and responsible for accelerating the company's growth. Riggio brings 16 years of experience in the financial services industry and a reputation for driving revenue generation by building highly successful sales and client support teams.

"BrightScope has experienced tremendous growth in recent years and our management team has become increasingly aware that the company's addressable market is far larger than we had originally projected. We have reached an important inflection point where the addition of an experienced leader can have an outsized impact on our growth trajectory," said Mike Alfred, CEO and co-founder of BrightScope. "Chris is an exceptional executive with a strong background in building highly successful sales and support organizations that drive rapid revenue growth and deliver results for clients. His experience, relationships and deep industry knowledge will help accelerate BrightScope's growing and successful track record. We are thrilled to welcome him to our team."

Mr. Riggio started his career in 1998 at Chase Manhattan Bank and held senior roles at TheStreet.com, SmartMoney, Dow Jones, and most recently Interactive Data where he managed a team of Sales Executives and Account Managers. Mr. Riggio was instrumental in building a successful sales organization within Interactive Data's Wealth Management division delivering data analytics and software to the top financial institutions in North America.

"I am excited to join the senior leadership team at BrightScope and contribute to the growth of the company," said Chris Riggio, Chief Revenue Officer at BrightScope. "BrightScope is quickly becoming the data-driven operating system for the distribution organizations at leading firms. This role is a perfect fit as it will fully leverage my 16 years of experience in the financial services industry."

BrightScope has built an unparalleled database of 401k plan analytics, and a robust suite of products and services to enhance transparency of plan performance and fees for sponsors, advisors, asset managers, and participants. The company has rated nearly 50,000 retirement plans, spanning 30 million workers and \$2 trillion in assets, and provided information on nearly

600,000 financial advisors. BrightScope obtains its data directly, either from plan sponsors, or from publicly available sources ranging from the United States Department of Labor (DOL) to the Securities and Exchange Commission (SEC).

For more information please visit [www.brightscope.com](http://www.brightscope.com).

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### **About BrightScope**

BrightScope is a financial information company that brings transparency to opaque markets through independent research and analysis. Delivered through web-based software, BrightScope data drives better decision-making for individual investors, corporate plan sponsors, asset managers, broker-dealers, and financial advisors. The BrightScope Rating™, developed in partnership with leading independent 401k fiduciaries, reviews more than 200 unique data inputs per plan and calculates a single numerical score which defines plan quality at the company level. In April 2011, the company launched BrightScope Advisor Pages™, the first comprehensive and publicly available directory of financial advisors designed to help consumers discover information and conduct due diligence on wealth management professionals. BrightScope also markets a suite of data analytics software products to Fortune 1000 companies, asset managers, broker-dealers, financial advisors, and other market participants. Public ratings for nearly 50,000 retirement plans as well as rating definitions, criteria and methodologies, and information on more than 680,000 registered financial advisors and nearly 33,000 active advisory firms are available for free at [www.brightscope.com](http://www.brightscope.com).