LPL Financial

For Immediate Release

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LPL Financial Ranked # 2 in J.D. Power and Associates 2009 U.S. Full Service Investor Satisfaction Study; Receives Highest Score in Financial Advisor Satisfaction

- **Results Demonstrate Client Commitment of LPL Financial Advisors -**

Denver, CO – September 14, 2009 – Andrew T Dodds of Dodds Wealth Management Group – an independent advisor affiliated with LPL Financial, the nation's largest independent broker-dealer* – today announced that LPL Financial has been ranked number two out of 14 leading financial services companies in the J.D. Power and Associates 2009 U.S. Full Service Investor Satisfaction Study. The J.D. Power and Associates U.S. Full Service Investor Satisfaction Study measures investor satisfaction with full service investment firms across the country, and is released on an annual basis by J.D. Power and Associates, a global marketing and information company that represents the voice of the customer.

Importantly, LPL Financial independent advisors also received the highest scores among all the study's participants in the area of Financial Advisor Satisfaction. Financial advisor satisfaction was the most important of six factors on which investor satisfaction was measured, including, in order of importance: Financial advisor, convenience, investment performance, account offerings, account statements and fees.

Additionally, LPL Financial independent advisors achieved scores ranging from "Among the Best" to "Better than Most" – the two highest scores possible – across all of the categories of the study, as shown in the Power Circle ratings on jdpower.com.

Bill Dwyer, president of National Sales and Marketing at LPL Financial, said, "We are delighted with the receipt of the highest scores of all study participants in the area of Financial Advisor Satisfaction, deemed the most important of all factors measured this year by this critical industry study of investor satisfaction. It is particularly noteworthy that this recognition comes at a time when high-quality, comprehensive support from independent financial advisors is in greater demand by the investing public than ever before. As such, this positive distinction is entirely due to the efforts of the independent financial advisors we serve, and we congratulate them.

"In our view, the study results demonstrate the outstanding work of our advisors on behalf of their clients, and serve as a testament to the ongoing strong commitment LPL Financial advisors have to providing unbiased, conflict-free financial advice and solutions to households across their local communities. We salute the efforts of LPL Financial advisors throughout the country, and we are proud to be partnered closely with them."

About LPL Financial

LPL Financial is one of the nation's leading financial services companies and largest independent broker/dealer. Headquartered in Boston, Charlotte, and San Diego, LPL Financial and its affiliates offer industry-leading technology, training, service, and unbiased research to 12,294 financial advisors, 780 financial institutions, and over 4,000 institutional clearing and technology subscribers. As of year-end 2008, LPL Financial had $233.9 billion in brokerage and advisory assets and revenues of $3.1 billion. LPL Financial and its approximately 2,450 employees serve financial advisors through Independent Advisor Services, supporting financial advisors at all career stages; Institution Services, focusing on the needs of advisors and program managers in banks and credit unions; and Custom Clearing Services, working with broker/dealers at leading financial services companies. For additional information about LPL Financial, visit www.lpl.com.

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*Based on total revenues as reported in *Financial Planning* magazine, June 1996-2009.

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