LPL Financial

For Immediate Release

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LPL Financial Names Derek Bruton National Sales Manager for Independent Advisor Services

San Diego, CA (March 30, 2009): Continuing to enhance the infrastructure and resources available to support financial advisors across all LPL Financial platforms, Derek Bruton has been named national sales manager for the LPL Financial Independent Advisor Services business effective immediately. Retaining his position as CEO for the LPL Financial affiliated broker/dealers, Mr. Bruton is now also responsible for business development for the entire Independent Advisor Services business group. He will continue to report directly to Bill Dwyer, president of Independent Advisor Services for LPL Financial, who has oversight of national sales, brokerage and advisory consulting, marketing, and recruiting for this line of business.

In his new role, Mr. Bruton will focus on driving advisor satisfaction, supporting the growth of their business, and serving as a key advocate for their needs. He will work with the business development group to ensure its offerings—relationship management, training, business consulting, and succession planning—fully serve and support advisors in their practices.

Mr. Bruton joined LPL Financial in 2007 as EVP and CEO of the affiliated broker/dealers. He has 17 years of industry experience, most recently with TD Ameritrade in brokerage sales management. Earlier, he worked at Merrill Lynch and Charles Schwab Institutional. Mr. Bruton has a Bachelor of Arts in history and organizational behavior from Stanford University and is Series 7, 8, 24, and 63 registered.

“Derek brings a wealth of sales management experience to his new role as national sales manager for Independent Advisor Services,” said Mr. Dwyer. “His transition to this role presents a great opportunity for our advisors, who will further benefit from the strength of our independent model, as Derek will be able to create more value for all our independent advisors, regardless of their broker/dealer platform.”

About LPL Financial
LPL Financial is one of the nation’s leading financial services companies and largest independent broker/dealer (as reported in *Financial Planning* magazine, June 1996-2008, based on total revenue). Headquartered in Boston, Charlotte, and San Diego, LPL Financial and its affiliates offer industry-leading technology, training, service, and unbiased research to 11,920 financial advisors, 767 financial institutions, and over 4,000 institutional clearing and technology subscribers. LPL Financial has $233.9 billion in assets under management as of December 31, 2008.

LPL Financial and its nearly 2,700 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.