

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 Among All Study Participants in Financial Advisor Satisfaction

– Financial Advisor Satisfaction Deemed Most Important of All Factors Measured in Study This Year –

Boston, MA (August 5, 2009) – LPL Financial Corporation (“LPL Financial”), the nation’s largest independent broker-dealer, is proud to announce its number two ranking 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.

LPL Financial also announced its receipt of 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 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, said, “We are very pleased with the positive distinction the advisors we service have earned in this critical industry study of investor satisfaction, at a time when high-quality, comprehensive support from independent financial advisors is in greater demand by the investing public than ever before. In particular, we are delighted with the receipt of the highest scores out of all study participants in the area of Financial Advisor Satisfaction, deemed the most important of all factors measured this year.

“In our view, the study results demonstrate both the outstanding work of our advisors, as well as our efforts to leverage our industry-leading scale and resources to provide the independent advisors we serve with the tools and support they need to successfully serve their clients across market and economic cycles. We are proud to be able to help our advisors best manage the complexities that accompany running their own independent investment advisory practices, so that they can fully focus their attention on serving their clients.”

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About LPL Financial

LPL Financial is one of the nation's leading financial services companies and largest independent broker/dealer (based on total revenues as reported in *Financial Planning* magazine, June 1996-2009). 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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