Fidelity INVESTMENTS | NATIONAL FINANCIAL®

CONTACT: Corporate Communications
(617) 563-5800

NATIONAL FINANCIAL® STRENGTHENS HYBRID LEADERSHIP WITH LAUNCH OF SOPHISTICATED FEE-BASED CAPABILITIES

Streetscape® Fee-Based Tools Leverage Capabilities Of Fidelity's Sophisticated RIA Offering, WealthCentral®

BOSTON, September 30, 2010 -- National Financial®, a Fidelity Investments® company and the nation's second largest provider of custody and clearing services to broker-dealers, today announced it has integrated a suite of sophisticated, fee-based trading capabilities into its Streetscape® brokerage workstation.

Originally developed to help meet the sophisticated needs of Fidelity's more than 3,000 independent RIA client firms that use Fidelity WealthCentral®, the Streetscape® Fee-Based Tools offer comprehensive trading and account management capabilities, including portfolio modeling and rebalancing, account grouping, and block trading. The tools are designed to help meet the needs of the growing number of National Financial broker and advisor clients who wish to conduct both fee- and commission-based investment services.

"As a provider of one of the most extensive offerings for hybrid brokers and advisors, the fee-based tools are the latest demonstration of how we're leveraging the best of Fidelity on behalf of our clients," said Sanjiv Mirchandani, president, National Financial. "The entire suite of tools integrated into Streetscape can help strengthen the ability of our clients to recruit and retain advisors and brokers by allowing them to more effectively manage their clients' commission- and fee-based accounts."

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"In an increasingly competitive industry, advisors are always looking to broaden their capabilities, both for their own professional advancement as well as to better serve a more sophisticated set of investment needs," said Philip Blancato, president, Ladenburg Thalmann Asset Management. "The suite of fee-based tools National Financial has integrated into Streetscape allows us to offer advisors the opportunity to conduct more sophisticated fee-based services, such as portfolio modeling, thereby expanding their individual skill sets while also helping our firm attract and retain top talent."

Streetscape® Fee-Based Tools bring together trading and account management capabilities with third-party portfolio modeling applications in a Web-based environment within National Financial's professional workstation. The five major components of the offering include:

- **Block Trading**: Allows users to place a single trade that when executed, can be allocated to multiple client accounts with each benefitting from the same average share price.
- **Rebalancing/Modeling**: Enables the management of client portfolios to assigned models (advisor-created or imported) and the generation of trades required to bring positions back to within defined tolerances.
- **Account Grouping:** Provides ability to group client accounts to assist with viewing and generating transactions across multiple accounts.
- **Data Import and Export:** Allows for the import or export of customer account data and orders to feed between third-party or proprietary applications such as Advent Software, Inc. and Morningstar, Inc. enabling users to conduct analysis and trading more efficiently.
- **Reporting:** Generates reports to help simplify the management of accounts and help provide enhanced customer service. Examples include: Transaction Report that tracks transaction history either on a daily basis or using specific date range; and Percent Invested Report which identifies accounts that are either under or over-invested to a specified cash level.

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"We have learned a tremendous amount about the needs of hybrid firms in the decade we have been working with them," said Richard N. Hart III, senior vice president, Platform Solutions, National Financial. "To that end, we continually look for ways to enhance the overall client experience by investing in all aspects of our platform, from service and processes to products and technology."

Fidelity's capabilities for serving brokers and advisors who conduct both commission- and fee-based business, through National Financial and Fidelity Institutional Wealth Services, continues to resonate in the marketplace. Together, the companies helped nearly 95 individual brokers and teams transition to independence in the first half of 2010. The majority of these breakaway brokers conducted commission- and fee-based business.

About National Financial

National Financial, a Fidelity Investments company and the second largest provider of clearing and custody services to broker-dealers with $544 billion in assets under administration (as of June 30, 2010), offers firms access to a comprehensive clearing platform, inclusive of a dedicated service model, a powerful global trading platform, and a source of leading investment solutions, all designed to help them grow confidently. National Financial's comprehensive offering enables it to serve broker-dealers of various types and sizes that can serve your evolving needs. In addition to being a leading clearing provider in the U.S. for nearly 30 years, National Financial leverages the strength and experience of Fidelity Investments, one of the world's largest providers of financial services. For more information about National Financial, please visit www.nationalfinancial.com.

About Fidelity Investments

Fidelity Investments is one of the world's largest providers of financial services, with assets under administration of nearly $3.2 trillion, including managed assets of more than $1.4 trillion, as of August 31, 2010. Founded in 1946, the firm is a leading provider of investment management, retirement planning, portfolio guidance, brokerage, benefits outsourcing and many other financial products and services to more than 20 million individuals and institutions, as well as through 5,000 financial intermediary firms. For more information about Fidelity Investments, visit www.fidelity.com.

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Advent Software, Inc. and Morningstar, Inc. are independent third party vendors and are not affiliated with Fidelity Investments. Listing them does not suggest a recommendation or endorsement by Fidelity Investments.

Fee-based business applies to Registered Investment Advisors only.

National Financial provides correspondent clearing services through National Financial Services LLC in the U.S. Fidelity Institutional Wealth Services is a division of Fidelity Brokerage Services LLC.

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