LPL Financial

April 24, 2013

LPL Financial Awarded Advisory Solutions Marketing Program Of The Year By Money Management Institute

SAN DIEGO, CA, April 24, 2013 - LPL Financial LLC **-** the nation's largest independent broker-dealer*, a leading RIA custodian, institutional service provider and a wholly owned subsidiary of LPL Financial Holdings Inc. (NASDAQ: LPLA) - today announced its receipt of the Advisory Solutions Marketing Program of the Year Award by the Money Management Institute (MMI), a leading national organization for the advisory solutions industry.

This annual award by MMI honors excellence among marketing programs in promoting the growth and development of the advisory solutions industry. The award was given to LPL Financial in recognition of the company's Advisor University program, which for the past several years has been the premier platform through which to deliver fee-based Advisory platform marketing and promotional messages in an interactive and engaging way. In 2012, LPL Financial-affiliated advisors were able to participate in 288 Advisor University events delivered across a comprehensive range of formats including Conferences, Regional Workshops, Virtual Study Groups and Webinars.

Among the activities offered by Advisor University is the company's annual Advisory Leaders Forum, a prestigious two-day meeting that brings together the top 100 LPL Financial fee-based advisors (based on total Advisory platform AUM) in an exclusive academic setting to hear from leading professors and other thought leaders from within and outside of the financial services industry. Previous events have been held at the University of Chicago, Booth School and the University of Pennsylvania, Wharton School. This year, the Advisory Leaders Forum will be held in July at the Massachusetts Institute of Technology in partnership with the MIT Sloan Executive Education.

Robert Moore, President of Advisor and Institution Solutions at LPL Financial, said, "From innovation to thought leadership, the Advisor University program is a unique and creative delivery method to promote the most relevant, varied and unique topics to advisors affiliated with our company and to communicate about the use of our pioneering fee-based Advisory platforms. With the strong support from the asset management firms we partner with, we will continue to align the best and brightest minds across multiple disciplines to help empower advisors to provide their clients with guidance and timely solutions for today's market conditions."

Christopher L. Davis, President of the Money Management Institute, said, "We congratulate LPL Financial for their receipt of this award, which was given through a highly competitive process involving a number of strong candidates. Over the years, LPL Financial has demonstrated a track record of excellence and played a critical role in the advisory solutions industry, particularly with respect to encouraging the growth of the industry across the fast-growing independent financial advisory space."

Prior to this industry recognition, LPL Financial was awarded Advisory Solutions Field Sales Team of the Year in 2012 and Advisory Solutions Product of the Year in 2011 by MMI. The Advisory Solutions Field Sales Team of the Year Award recognized the outstanding support provided by LPL Financial to advisors in providing their clients with the right platforms, strategies and advice to meet their financial goals.

The Advisory Solutions Product of the Year award recognized LPL Financial's fee-based centrally managed Model Wealth Portfolios (MWP) platform as the most innovative advisory platform of 2011.

About LPL Financial

LPL Financial, a wholly owned subsidiary of LPL Financial Holdings Inc. (NASDAQ: LPLA), is the nation's largest independent broker-dealer (based on total revenues, Financial Planning magazine, June 1996-2012), a top RIA custodian, and a leading independent consultant to retirement plans. LPL Financial offers proprietary technology, comprehensive clearing and compliance services, practice management programs and training, and independent research to over 13,300 financial advisors and approximately 700 financial institutions. In addition, LPL Financial supports over 4,500 financial advisors licensed with insurance companies by providing customized clearing, advisory platforms and technology solutions. LPL Financial and its affiliates have approximately 2,900 employees with primary offices in Boston, Charlotte, and San Diego. For more information, please visit http://www.lpl.com.

About the Money Management Institute (MMI)

Since 1997 MMI has been the leading voice for the global financial services organizations that provide advice and professionally-managed solutions to individual and institutional investors. Through industry advocacy, educational initiatives, regulatory affairs, data reporting and professional networking, MMI supports and advances the growth of advisory solutions. MMI members' advice-driven investment solutions serve an evolving worldwide financial landscape and their organizations are committed to the highest standards of fiduciary responsibility and ethical conduct. For more information, visit www.moneyinstitute.com.

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