LPL Financial

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LPL Financial Advisors Susan Kaplan, Laila Marshall-Pence, Deborah Danielson, Carole Ford, Carol Rogers and Janice Hobbs Named as Top 100 Women Financial Advisors by Barron’s Magazine

Company Congratulates Advisors Recognized by Barron’s
List Reflects Continued Growth and Success of Independent Advisors

San Diego, CA - July 20, 2009 - LPL Financial Corporation ("LPL Financial"), the nation's largest independent broker/dealer, today announced that six of the firm's financial advisors were recently named as "Top 100 Women Financial Advisors 2009" by *Barron's* magazine, in a list which highlights the most prominent women in the field. The list and its rankings are based on each advisor's assets under management, contribution to the firm's revenues and profits and indications of service quality.

Advisors named to this year's list who have been previous recipients of this honor include Deborah Danielson of Danielson Financial Group, Las Vegas, Nevada; Carole Ford, LPL Financial of Los Angeles, California; Susan Kaplan of Kaplan Financial Services, Boston, Massachusetts; and Laila Marshall-Pence of Pence Wealth Management, Newport Beach, California. New to the listing for 2009 were Carol L. Rogers of Rogers & Co., St. Louis, Missouri and Janice Hobbs of LPL Financial Services, Orange, California.

"LPL Financial is proud once again to have the efforts of our outstanding independent financial advisors recognized, and for them to be singled out for excellence within the industry," said Bill Dwyer, president of National Sales and Marketing for LPL Financial. "Especially noteworthy is the addition of two additional LPL Financial leaders to this prestigious group for 2009. This recognition reflects their individual dedication and is also an indication of the overall growth and continued success of our independent financial advisors as trusted 'Main Street' professionals dedicated to helping clients achieve their financial goals."

Specifically, LPL Financial advisors ranked as follows on the *Barron's* report:

- #7, Susan Kaplan, Kaplan Financial Services
- #20, Laila Marshall-Pence, Pence Wealth Management
- #67, Deborah Danielson, Danielson Financial Group
- #76, Carole Ford, LPL Financial
- #84, Carol L. Rogers, Rogers & Co.
- #99, Janice Hobbs, LPL Financial Services

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 assets under management 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.