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**NATIONAL FINANCIAL[®] INTRODUCES SOPHISTICATED ANALYTICS OFFERING TO
HELP BROKER/DEALERS IMPROVE ASSET GATHERING**

Success Metrics is Among Six New Members Strengthening The Company's Alliance Program

BOSTON, October 8, 2008 – National Financial[®], a Fidelity Investments[®] company, today announced it has expanded its alliance program with the addition of San Francisco-based Success Metrics. A leader in sophisticated, on-demand analytical solutions for financial services firms, Success Metrics helps broker/dealers and their brokers to enhance sales productivity.

Through National Financial's new relationship with Success Metrics, broker/dealer clients have access to analytical solutions that may help them increase assets and revenue by proactively identifying new sales opportunities for their individual brokers. Success Metrics' solutions recommend specific actions brokers can take to acquire new assets by examining patterns and modeling activities and then applying the most successful approaches to their own books of business. For example, the solution can examine the current investors across the broker's book that are in the age range of 50-60 and have investable assets in excess of \$500,000, to identify what type of products and strategies they invest in today. The broker can then see how this compares to his/her clients to identify and implement potential cross sell opportunities.

“Broker/dealers are operating in an extremely tough and volatile environment, and many are being challenged to look for ways to grow while not adding a lot of infrastructure and expense,” said Bobbi Masiello, senior vice president of new business development for National Financial. “We are working aggressively to deliver resources, such as Success Metrics, to our broker/dealer clients to help their brokers and advisors more easily analyze and grow their books of business.”

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Expanded Alliance Program Provides Broker/Dealers Leading Solutions

National Financial also announced that five additional firms have joined its alliance program, providing broker/dealers and their brokers access to an expanding array of products and services designed to help them better service their customers and grow their business. Firms include:

- **Continental Resources, Inc.:** Helps broker/dealers to more efficiently manage their technology infrastructure through the sale and service of top tier servers, networking solutions and software.
- **Detica:** Delivers global business and technical transformation through the deployment of a broad set of business and technical consulting services from strategy formulation, people and process change to the delivery and support of technology solutions.
- **Iron Mountain:** Helps organizations reduce the costs and risks associated with information protection and storage. The company offers comprehensive records management, data protection, and information destruction solutions.
- **Mid Atlantic Financial Platforms:** Serves the financial intermediary by delivering retirement products to help investment professionals attract and retain assets.
- **NOVON Consulting:** Provides comprehensive consulting services to financial services firms in the areas of strategic assessments, regulatory and compliance, conversion management, and project solutions.

An extension of National Financial’s proprietary offering, the alliance program provides client firms access to “best-in-class,” proven products and services that allow them to confidently meet their varying business and operational needs. With more than 80 alliances, it is one of the clearing industry’s most expansive source of brokerage resources -- bringing together a broad range of product and service solutions in such areas as investment analysis, research and performance measurement tools, electronic trading platforms, market data services, and reporting and compliance tools.

In addition to Success Metrics, broker/dealer clients also have access to National Financial’s alliance firm PriceMetrix. Announced earlier this year, PriceMetrix delivers a patented combination of business intelligence reports, practice management tools and expert services designed to enable financial advisors to proactively identify and close opportunities that generate revenue and enhance “book” value.

“What distinguishes National Financial’s alliance program is that we not only work with each third-party provider to incorporate their technologies, products and services into our offerings, but we go one step further and create solutions to help our clients meet their distinct business needs,” said Jody Meth, executive vice president of product management for National Financial. “We continue to forge alliances with some of the most well-known organizations in the industry, providing broker/dealers a single point-of-access to the varying resources they need to help them drive growth, create efficiency and manage risk.”

About National Financial

National Financial, a Fidelity Investments company, offers Integrated Brokerage Solutions® to over 330 clients ranging from retail broker/dealers to institutional investment firms. Collectively, there are over 85,000 brokers and advisors associated with National Financial correspondent broker-dealers. As of June 30, 2008, National Financial custodied \$659 billion in assets, representing 5.6 million accounts. Integrated Brokerage Solutions incorporates innovative technology, products and programs, supported by dedicated client service professionals and trusted industry alliances. This holistic, solutions-oriented approach is designed to help client firms attain competitive advantage by driving growth, creating efficiency and managing risk. For more information about National Financial and Integrated Brokerage Solutions, please visit www.nationalfinancial.com.

About Fidelity Investments

Fidelity Investments is one of the world’s largest providers of financial services, with custodied assets of \$3.2 trillion, including managed assets of \$1.5 trillion as of August 31, 2008. Fidelity offers investment management, retirement planning, brokerage, and human resources and benefits outsourcing services to 24 million individuals and institutions as well as through 5,500 financial intermediary firms. The firm is the largest mutual fund company in the United States, the No. 1 provider of workplace retirement savings plans, the largest mutual fund supermarket and a leading online brokerage firm. For more information about Fidelity Investments, visit www.fidelity.com.

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