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**NATIONAL FINANCIAL® STUDY REVEALS THAT
TWICE AS MANY BROKERS ARE LIKELY TO SWITCH FIRMS IN 2008**

Most Common Motivation for Leaving Was Not Pay, But Change in Firm's Direction

BOSTON, February 4, 2008 -- The number of brokers and advisors likely to consider leaving their current employer and switching to another firm in the next 12 months nearly doubled to 9 percent, from 5 percent last year, according to the third annual National Financial Broker and Advisor Sentiment IndexSM. In addition, nearly two-thirds (62 percent) of this group would prefer moving to another type of firm, with independent broker/dealers, regional firms and registered investment advisors (RIAs), seeing the greatest potential growth.

According to the latest study, while brokers and advisors remain satisfied in their jobs, the Index realized a slight decline to 7.5, compared to last year's 7.7¹. The Index, sponsored by National Financial, a Fidelity Investments® company, is a national study that analyzes broker and advisor job satisfaction. The study was based on online interviews with 1,201 U.S. brokers and advisors from a random sample of independent, wirehouse, insurance, regional, bank and RIA firms.

“With nearly twice as many brokers and advisors considering switching firms, combined with the fact that the top reason for actually switching is driven by a change in their employer's direction, it is imperative that broker/dealers maintain a positive work environment and take into account how decisions affecting their firm's futures will influence broker loyalty,” said Sandra Metraux, executive vice president, National Financial. “Our study is designed to help broker/dealers better understand what is driving brokers' satisfaction, thereby helping them attract and retain top producers.”

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¹ The 2007 National Financial Broker and Advisor Sentiment Index is based on a scale of 0 – 10.

Broker Switching: Why and Where?

The National Financial study reveals that “a change in the firm’s direction” is the No. 1 reason for switching firms among those brokers and advisors who have recently moved. In contrast, brokers *considering* switching firms cite “better pay,” “desire for more independence and freedom” and “unhappiness with changes in a firm’s direction,” in that order, as the top three reasons for wanting to leave their current employer.

Among those likely to switch to another type of firm, the study shows a greater percentage moving into independent broker/dealers, regional firms and RIAs, with a decline in bank and insurance firms.

According to the study, 42 percent of brokers and advisors who switched firms cited “finding new customers” as the No. 1 challenge they face, indicating a need for broker/dealers to develop more sophisticated referral programs.

Key Differentiating Opportunities for Broker/Dealers

The study indicates that a firm’s “work environment” and “clearing and settlement” are the biggest drivers of satisfaction for brokers and advisors, followed by “compensation,” “professional development,” “products” and “tools and technology.” “Work environment” is over 16 times more important in driving satisfaction relative to the least important driver, “work-life balance,” the study showed.

While “compensation,” “professional development” and “tools and technology” are among the most important drivers of satisfaction, it is important to note that they are also areas with slightly lower satisfaction, relative to “work environment,” “products” and “clearing and settlement.” While it remains important for firms to invest across all support areas, they may have an opportunity to differentiate themselves by making incremental investments in those areas of lower satisfaction.

Preference for more fee-based compensation among brokers and advisors continues to be strong, with 63 percent indicating a desire for some fee-based compensation versus the 49 percent that are currently paid that way.

Broker Insights on Retirement Income for End Investors

When asked to identify their customers' biggest risks when planning for retirement, brokers and advisors view the top reasons as "not investing enough" (54 percent) and "living longer than retirement savings" (51 percent). Additionally, about half of the brokers see "working in retirement" (54 percent) and "income from annuities" (49 percent) as their clients' top two sources of retirement income, in addition to retirement savings, pension and social security. A similar question in the 2007 Fidelity Retirement IndexSM finds that 63 percent of working Americans feel income from a full or part-time job will be their primary source of retirement income -- revealing that brokers and their clients see the same potential challenges for retirement.

Mutual funds and annuities are anticipated to remain the top selling investment products being offered to investors. In addition, brokers and advisors expect to see disproportionately higher growth over the next five years (relative to the products they currently offer) in separately managed accounts (SMAs), exchange traded funds (ETFs), 401(k)s and alternative investments.

"As broker/dealers compete for the strongest producers in a zero-sum environment, recruiting and retaining brokers is the No. 1 priority for the firms' long-term success," said Metraux.

"Broker/dealers should feel good about the level of satisfaction revealed in our study. By continually looking for ways to strengthen their support, whether through alternative compensation structures or enhanced development programs, firms will be well-positioned to create greater satisfaction and loyalty among their broker population."

About the National Financial Broker and Advisor Sentiment IndexSM

The National Financial Broker and Advisor Sentiment Index is an analytical measurement of U.S. brokers and advisors' satisfaction with their profession and their current broker/dealer. It combines satisfaction with the levels of support brokers and advisors feel they get from their firm in various areas, along with brokers and advisors' satisfaction with their work-life balance in terms of having the time and ability to accomplish their personal, financial, relationship and work goals. Data for the Index comes from a National Financial study of 1,201 U.S. investment professionals. The content from the survey was examined statistically for its suitability to be combined into the Index. This included variance analysis, simple and partial correlational analysis, principal components analysis and Cronbach alpha internal consistency reliability analysis.

The National Financial study was conducted by online interviews between August 31, 2007 and October 9, 2007 by In4mation Insights. The respondents came from a mix of regional, bank, insurance, independent, wirehouse, and RIA firms, weighted to accurately reflect the industry composition.

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, National Financial’s clients have more than 86,000 brokers. As of September 30, 2007, National Financial custodied \$713 billion in assets, representing 5.5 million accounts. Integrated Brokerage Solutions incorporates innovative technology, products and programs, supported by dedicated client service professionals and trusted industry partners. 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 \$3.4 trillion, including managed assets of \$1.6 trillion as of November 30, 2007. 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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