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**NATIONAL FINANCIAL® INTRODUCES BUSINESS PROCESS MANAGER
AND CONSULTING SERVICES TO HELP BROKER/DEALERS SAVE MONEY**

**New Offerings Help Firms Such as Fifth Third Securities and Lincoln Financial
Network Address Growing Need for Operational Efficiencies**

BOSTON, May 4, 2009 -- National Financial®, a leading provider of clearing, custody and brokerage solutions to more than 300 broker/dealer firms, today introduced two programs, Business Process Manager and Consulting Services. Both programs are designed to help broker/dealers save time and money by identifying and implementing solutions that improve operational efficiencies within their brokerage businesses.

Business Process Manager may help broker/dealers create a more efficient operating environment and increase profitability through analysis, electronic records management and workflow automation. Through National Financial's Consulting Services, in-depth assessments are conducted of a broker/dealer firm's back-office brokerage operations that may help achieve positive and sustainable business results through efficiency improvements, technology utilization and productivity measures.

"Given today's tremendous economic pressures, many broker/dealer firms are evaluating their business operations to remain competitive, strengthen client service and improve profitability," said Bobbi Masiello, senior vice president of new business development for National Financial. "Leveraging Fidelity's extensive brokerage knowledge and National Financial's nearly three decades of experience serving a diverse group of broker/dealers' day-to-day operations, our new offerings provide firms with insights and ideas into how they can achieve greater efficiencies."

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“Following an extensive, hands-on review of our back-office operations, there is no question that National Financial understands how important operational efficiencies are to the success of our business,” said Holli Alexander, vice president and director of brokerage operations at Fifth Third Securities. “Since engaging the National Financial consulting staff and implementing Business Process Manager, we have created an electronic workflow that improves our ability to manage spikes in processing. The days of our back-office staff manually processing paperwork are gone.”ⁱ

Proven Imaging and Workflow Offering Addresses Efficiency Challenges

National Financial’s Business Process Manager may help broker/dealer firms improve their back-office efficiency through analysis, records management and workflow automation services that electronically capture, process, store and retrieve data, such as new account applications and transfer of assets (TOA) forms. The offering includes:

- **Workflow Analysis and Benchmarking:** Following a customized review and assessment of a broker/dealer’s current processes, National Financial determines how the firm may be able to benefit from an automated and electronic workflow.
- **Imaging:** Integrated directly into National Financial’s Streetscape® brokerage workstation, the electronic storage system accommodates every type of document a broker/dealer handles and addresses all the phases of electronic document management, including reviewing, archiving, indexing, searching and auditing. The imaged documents are preserved within the electronic storage system in accordance with the SEC's records preservation rules (Rule 17a-4).
- **Workflow Automation:** A Web-based tool, the Business Process Manager automates manual, time-intensive workflows, such as new account set-up, by eliminating paper processing and moving to a faster, more accurate and transparent environment -- typically at lower costs.

Business Process Manager is a proven platform with the underlying technology having been developed and used by Fidelity Investments for more than a decade. Today, Fidelity processes more than 34 million workflow transactions annually and stores over 350 million online documents securely on the system.

National Financial Consulting Service Provides Critical Business Review

National Financial's Consulting Services provides broker/dealer firms a detailed business analysis of their home-office and field brokerage operations, identifying areas that could benefit from efficiency improvements and best practice workflows.

Utilizing an experienced team of consultants, the offering covers a broker/dealer firm's use of technology and a broad spectrum of common back-office functions, including new accounts and account maintenance, cashiering, broker service support activities, and retail and institutional trading resources. Working closely with a broker/dealer's management team, the consulting team employs a four-phase approach:

- **Define Goals:** Determine project goals, scope and timeline to help ensure that the specific needs of the broker/dealer are met.
- **Discovery:** Conduct a detailed review of a firm's home-office operations, workflow procedures and how the home-office processes field requests. Additionally, a thorough assessment is conducted of the firm's technology utilization and performance metrics are calculated for its core brokerage processes.
- **Analysis:** Identify operational gaps, compare discovery findings to industry and peer best practices to assess relative accuracy and productivity rates, and develop best practice guidelines for specific brokerage functions.
- **Recommendation:** A detailed report of National Financial's analysis is presented. The report includes specific recommendations and an action plan on how to enhance efficiencies and realize opportunities for improving productivity and profitability.

"After bringing together two broker/dealers, we saw the opportunity and need for an independent perspective to review our brokerage operations and identify more efficient workflow practices," said Michael Murray, vice president, investment services at Lincoln Financial Network. "Not only did National Financial's recommendations lead to significant savings in our back-office, but they also provided us with a solid understanding of the commonly used best practices in the brokerage industry. The engagement was a transformational experience that ultimately helped to strengthen our brokerage operations."ⁱⁱ

About National Financial

National Financial, a Fidelity Investments company, offers Integrated Brokerage Solutions to over 300 clients ranging from retail broker/ dealers to institutional investment firms. Collectively, there are nearly 85,000 brokers and advisors associated with National Financial correspondent broker-dealers. As of March 31, 2009 National Financial custodied over \$488 billion in assets. 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 over \$2.5 trillion, including managed assets of over \$1.2 trillion as of March 31, 2009. Fidelity offers investment management, retirement planning, brokerage, and human resources and benefits outsourcing services to over 20 million individuals and institutions as well as through 5,000 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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ⁱ Fifth Third Bank is an independent company and is not affiliated with National Financial or Fidelity Investments. This example represents their client experience. Their business needs and results may not reflect the experience of other National Financial clients.

ⁱⁱ Lincoln Financial Network is an independent company and is not affiliated with National Financial or Fidelity Investments. This example represents their client experience. Their business needs and results may not reflect the experience of other National Financial clients.