



FOR IMMEDIATE RELEASE

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**NATIONAL FINANCIAL INTRODUCES
NEW SERVICE TECHNOLOGY CAPABILITIES
FOR STREETSCAPE®**

**Service Center Designed to Simplify and Quicken the Pace of Client Servicing
By Giving Brokers More Control and Streamlining Processing of Requests**

BOSTON, November 13, 2006 -- National Financial, a Fidelity Investments® company, today announced it has integrated innovative new service technology with its Streetscape® workstation. Service Center, an online resource for service resolution, tracking and reporting, is designed to help National Financial's 346 broker/dealers and their 70,000 brokers gain greater control and quicken the pace of client servicing.

With an estimated 25 percent of brokers' time spent on administrative and service tasks¹, technology, such as Service Center on Streetscape, is critical to helping brokers streamline workflow and, ultimately, spend more time with existing clients and grow new business.

National Financial also announced a series of comprehensive, online educational and training support tools including "Power Demos," the first of which became available in October. "E-Learning" training modules will be added later this year to the list of online Streetscape resources. Both resources are designed to help brokers, assistants and home office personnel more effectively utilize Streetscape's capabilities.

"In today's competitive environment, providing responsive, accurate and timely service can be the difference between brokers winning and losing a client," said Mark Healy, executive vice president and chief operating officer, National Financial. "Service Center is another example of the investments we continue to make in Streetscape in an effort to offer our clients an integrated suite of online tools and resources that can help them drive growth, create efficiency and manage risk."

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¹ Cerulli Associates Quantitative Update. Advisor Metrics 2006.

Online Service Center

An enhancement to Streetscape's existing "Customer Service" capabilities, Service Center includes new request screens designed to enable more accurate data entry at the start of every request, improved processing rules that better direct inquiries to the appropriate National Financial service team, and comprehensive reporting capabilities to help firms evaluate service requests in real-time. Service Center simplifies client interaction through workflow automation, allowing all users to better manage and track requests through one centralized location directly from Streetscape.

Online Training Tools

National Financial has expanded its Web-based training tools with the introduction of a series of "how to" online demonstrations, including two-minute "Power Demos" that provide users with a visual demonstration of key Streetscape platform benefits and functions. The first Power Demo, made available in October, highlights Service Center, with Portfolio Analytics and Reporting demonstrations to follow.

Streetscape "E-Learning" training modules will drill down into more specific functionality with topics ranging from a general overview to detailed training in areas such as portfolio analytics. These on-demand computer-based sessions will enable users to increase their knowledge at their own pace, while accessing a virtual library of topical modules.

"Introducing new technology to the broker/dealer market can be extremely difficult, especially to firms that have hundreds, possibly even thousands of brokers located across the country," said Healy. "We are investing significant time and resources in the development of resources, such as Power Demos, to help ensure that the introduction and deployment of Streetscape is effective, enabling home office, assistants and brokers to maximize its potential."

Online Tools Add to Recent Streetscape Enhancements

The introduction of the Service Center and online training tools are the latest in a series of major Streetscape enhancements that help broker/dealers drive growth, create efficiency and manage risk. Earlier this year, the company introduced Dashboard, functionality that helps brokers effectively grow their book of business by highlighting best practices and presenting their top five clients by cash and/or net worth. Enhancements to portfolio analytics were also introduced, helping brokers identify decision making opportunities on asset allocation and sector analysis by comparing their clients' portfolios to a variety of standard indices.

National Financial also recently introduced an imaging platform that allows brokerage firms and their brokers a more efficient process for electronically viewing account documentation such as new accounts, account maintenance, distributions and transfers of accounts.

The cumulative effect of these changes, combined with the many navigational and integration improvements, fundamentally advance Streetscape's workflow capabilities and allow everyone in a broker/dealer firm to work smarter.

About National Financial

National Financial, a Fidelity Investments company, offers Integrated Brokerage Solutions[®] to 346 clients ranging from retail broker/dealers to institutional investment firms. Collectively, National Financial's clients have more than 70,000 brokers. As of September 30, 2006, National Financial custodied over \$614.9 billion in assets representing more than 5.3 million customer 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.

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About Fidelity Investments

Fidelity Investments is one of the world's largest providers of financial services, with custodied assets of more than \$2.7 trillion, including managed assets of over \$1.3 trillion as of September 30, 2006. Fidelity offers investment management, retirement planning, brokerage, and human resources and benefits outsourcing services to more than 22 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, one of the largest mutual fund supermarkets and a leading online brokerage firm. For more information about Fidelity Investments, visit www.Fidelity.com.

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