



FOR IMMEDIATE RELEASE

CONTACT: Corporate Communications
(617) 563-5800

**THRIVENT INVESTMENT MANAGEMENT SELECTS
NATIONAL FINANCIAL[®] AS BROKERAGE SOLUTIONS PROVIDER**

**Firm Draws on National Financial's Managed Account Expertise for
Growing Wealth Management Business**

BOSTON, October 29, 2007 -- National Financial, a Fidelity Investments[®] company, today announced that it has been selected by Minneapolis-based Thrivent Investment Management Inc. to provide a range of integrated brokerage solutions that includes clearing and securities execution services. Thrivent also is leveraging National Financial's Managed Account Solutions[®] and has converted more than \$3 billion in assets to the platform.

Thrivent is the 19th firm to select National Financial as its clearing provider within the last 12 months. National Financial now custodies approximately \$693 billion in assets for nearly 340 clients¹.

“Our new relationship with Thrivent further exemplifies how brokerage firms are increasingly turning to us for solutions that go beyond just clearing and trade execution,” said George Keith, executive vice president and national sales manager, National Financial. “With the significant investments we are making to our brokerage platform, we are well-positioned to provide Thrivent with the technology, products and services they need to strengthen client relationships and profitably grow their wealth management business.”

“We chose National Financial's platform due in large part to a very robust combination of wealth management services, the Streetscape[®] workstation and a broad array of investment options,” said Dave Kloster, director of Investment Product Management for Thrivent Financial. “With access to the resources of National Financial, we are now better positioned for future growth.”

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¹ As of June 30, 2007.

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Integrated into National Financial's Streetscape® workstation, Managed Account Solutions® offers Thrivent's financial representatives access to a comprehensive menu of integrated investment advisory programs, on a single platform, which enables less time to be spent supporting multiple, unaffiliated managed account programs and more time to focus on acquiring and managing client relationships and streamlining processes.

As part of the overall offering, National Financial will make available a complete end-to-end broker adoption program designed to help Thrivent effectively and efficiently drive Managed Account Solutions growth. Business building resources include turn-key selling tools, ongoing sales support, as well as training and education.

“Through Managed Account Solutions®, we are offering Thrivent access not only to the investment products they need to effectively and efficiently grow their wealth management business, but also the resources they need to educate their representatives about the program and ensure they are using it appropriately with clients,” said Keith.

About National Financial

National Financial, a Fidelity Investments company, offers Integrated Brokerage Solutions® to nearly 340 clients ranging from retail broker/dealers to institutional investment firms. Collectively, National Financial's clients have more than 86,000 brokers. As of June 30, 2007, National Financial custodied nearly \$693 billion in assets representing more than 5.5 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.

About Fidelity Investments

Fidelity Investments is one of the world's largest providers of financial services, with custodied assets of \$3.3 trillion, including managed assets of more than \$1.5 trillion as of September 30, 2007. Fidelity offers investment management, retirement planning, brokerage, and human resources and benefits outsourcing services to more than 23 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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Thrivent is an independent organization and is not affiliated with National Financial Services or Fidelity Investments.

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