Media Contact:
Dave Quast
FD
(213) 452-6248
dave.quast@fd.com

Kevin Dinino
LPL Financial
(858) 909-6706
Kevin.Dinino@lpl.com

THE Financial Services NETWORK Joins Associated Securities Corp., an Affiliate of LPL Financial

San Mateo, CA, October 20, 2008 – THE Financial Services Network ("THE NETWORK"), a network of more than 230 independent financial advisors with over $40 million in revenues[1], announced today its intent to change its broker/dealer affiliation to Associated Securities Corp. ("ASC"), an affiliate of LPL Financial, the nation's largest independent broker/dealer.

"THE NETWORK and ASC share a common dedication to helping advisors succeed at all stages of their careers by providing access to the extensive resources of LPL Financial, including the industry's leading technology, conflict-free research, legal and compliance expertise, and a wealth of investment products and training," said James W. Herrington, THE NETWORK's founder and chairman. "We made this decision because of the strong relationship we have with our advisors and their clients."

"Jim and his team have built one of the most respected organizations in our industry and we are thrilled to welcome THE NETWORK to Associated Securities Corporation and into the LPL Financial family of independent advisors," said Derek Bruton, CEO, LPL Financial Affiliated Broker/Dealers. "There is no doubt the Affiliated Broker/Dealers hold a large appeal for advisors such as THE NETWORK, as they provide smaller, tight-knit broker/dealer cultures which each clear through Pershing and also combine the power and resources of LPL Financial. We look forward to supporting the future growth of both THE NETWORK as well as all of our advisors within the LPL Financial Affiliated Broker/Dealers."

THE NETWORK is a strong addition to the LPL Financial Affiliated Broker/Dealer business, which has seen over a 350 percent increase in recruiting year-to-date and a nearly 95 percent retention rate among advisors since acquiring Mutual Service Corporation, Associates Securities Corp. and Waterstone Financial Group in June 2007.

About THE Financial Services NETWORK
THE Financial Services NETWORK ("THE NETWORK") is a network of independent financial advisors, financial planners, and insurance advisors harnessing the resources of Associated Securities Corporation (ASC), an affiliate of LPL Financial, the largest independent broker/dealer in the country dedicated to providing industry leading independent advice, technology, research, investment choices, legal and compliance assistance and training. Founded in 1984, THE NETWORK had revenues of over $41 million in 2007.

For more information on THE NETWORK, please visit www.fsnweb.com

About Associated Securities Corp.
Associated Financial Group is a subsidiary of LPL Holdings, Inc. It is comprised of two affiliated financial companies; Associated Securities Corp. ("ASC"), a registered broker/dealer and Registered Investment Advisor offering a full range of securities, investment, and advisory products and Associated Planners Investment Advisory, Inc., a Registered Investment Advisor that enables advisors to offer a wide variety of fee-based investment advisory services and financial planning. The firm was founded in 1982 and is headquartered in Southern California, currently serving 100 branch offices primarily in the western United States. ASC is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investors Protection Corporation (SIPC).

About LPL Financial
LPL Financial is one of the nation's leading financial services companies and largest independent broker/dealer[2]. Headquartered in Boston, San Diego, and Charlotte, LPL Financial and its affiliates offer industry-leading technology, training, service, and unbiased research to 11,594 financial advisors, 758 financial institutions, and over 4,000 institutional clearing and technology subscribers. LPL Financial has $274 billion in assets under management as of August 31, 2008.

LPL Financial and its nearly 3,000 employees serve financial advisors through Independent Advisor Services, supporting financial advisors at all career stages, Institution Services, focusing on the needs of advisors and program managers in banks and credit unions, and Custom Clearing Services, working with broker/dealers at leading financial services companies. In 2008, LPL Financial celebrates its fortieth year of helping financial advisors deliver quality investment advice.

For additional information about LPL Financial, visit www.lpl.com

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1 As of 12/31/2007

2 Based on total revenues, as reported in Financial Planning magazine, June 1996-2008.