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# LPL FINANCIAL SERVICES SELECTS EMONEY ADVISOR AS ITS PREFERRED WEALTH MANAGEMENT SOLUTION

***LPL Financial Services Launches WealthVision℠ – New Web-Based Planning Tool Powered by eMoney***

**SAN DIEGO, CA and CONSHOHOCKEN, PA, October 30, 2007 –** eMoney Advisor, (www.emoneyadvisor.com), a leading financial-planning software provider according to the independent report The Forrester Wave™: Financial Planning Software, Q3 2007, announced that it has been selected by Linsco/Private Ledger Corp. ("LPL" or "LPL Financial Services"), the nation's leading independent brokerage firm, as its preferred wealth management solution. The integration of wealth-management tools from eMoney into LPL's existing advisor desktop was a critical component of a broader LPL initiative to improve and expand planning services and support for LPL advisors.

LPL's WealthVision℠, a powerful web-based wealth-planning tool powered by eMoney and exclusively available to LPL advisors, offers account aggregation, modular and comprehensive financial planning, a client website and an online storage facility that helps clients keep track of valuable documents. The WealthVision system offers financial advisors a comprehensive view of a client's financial picture — enabling more complete planning and better servicing of the client's needs. With this system, advisors can proactively manage their client relationships by identifying strengths and weaknesses in asset allocation, keeping accounts up-to-date, and monitoring significant changes in their client's financial assets.

"We believe integrating eMoney's award winning suite of advanced tools into the existing advisor workstation enables LPL advisors to efficiently develop and maintain deep and long-lasting relationships with their planning clients," said Kevin Keefe, Senior Vice President, Financial Planning, LPL Financial Services. "The sophistication, product-neutrality and comprehensiveness of eMoney's tools made it a natural choice for LPL."

"Studies show that LPL advisors have a higher level of profitability and revenue per client compared to other independent broker-dealers, because LPL provides the tools, services, training and investment research that enable their advisors to maximize their capabilities," said Edmond Walters, CEO and Founder, eMoney Advisor. "eMoney is proud to be helping LPL stay ahead of the curve by giving their advisors award-winning, best-of-breed wealth management tools."

**About eMoney Advisor**

eMoney Advisor, (www.emoneyadvisor.com) based in Conshohocken, Pennsylvania is a wholly-owned subsidiary of Commerce Bancorp (NYSE:CBH). eMoney's suite of tools is an award-winning, web-based wealth-planning tool that offers an aggregated, comprehensive view of a client's financial portfolio, as well as features and functions that enable more complete planning and better servicing of a client's needs. With the suite of tools, advisors can proactively manage their client relationships by identifying strengths and weaknesses in asset allocation, keeping accounts up-to-date and monitoring significant changes in their clients' financial status.

**About LPL Financial Services**

LPL Financial Services is committed to providing its financial advisors with the tools they need to offer the highest quality of independent investment advice. LPL has ranked first among independent broker/dealers for 12 consecutive years, as reported by Financial Planning magazine (June 1996-2007, based on revenues). With over 2,200 staff members headquartered in Boston, San Diego and Charlotte, LPL offers non-proprietary investment products, unbiased research and wealth management services to retail clients and the clients of its 725 financial institutions through more than 10,000 advisors nationwide. LPL financial advisors manage assets totaling more than $165 billion for their clients. For additional information about LPL, visit www.lpl.com.