

The NASDAQ Stock Market Welcomes LPL Investment Holdings Inc.

New York, NY - November 18, 2010 - LPL Investment Holdings Inc. ("the Company" or "LPL"), parent company of independent broker-dealer LPL Financial Corporation ("LPL Financial"), today announced that LPL common stock has commenced trading on the NASDAQ Stock Market under the ticker symbol "LPLA."

To celebrate the first day of trading for the Company's stock, Mark Casady, LPL chairman and chief executive officer, rang today's opening bell on the NASDAQ Stock Market.

"Our firm's public listing on the NASDAQ Stock Market is an exciting next step for our company," said Mr. Casady. "We selected the symbol 'LPLA' to show our commitment to independent, unbiased advice. The 'A' represents our advisors and the objective advice they give to Main Street investors."

Robert McCooley, Jr., NASDAQ senior vice president and head of capital markets and new listings, said, "NASDAQ is delighted to welcome a company that enables the delivery of independent financial advice to millions of Americans. We believe that LPL Financial represents the future of the retail financial advice model, and we at NASDAQ embrace and welcome its association with us."

About LPL Financial

LPL Financial is an independent broker-dealer with over 2,500 employees and offices in Boston, Charlotte, and San Diego.

LPL Financial and its affiliates offer proprietary technology, comprehensive clearing and compliance services, practice management programs and training, and independent research to over 12,000 independent financial advisors and financial advisors at financial institutions. Additionally, the company supports over 4,000 financial advisors who are affiliated and licensed with insurance companies with customized clearing, advisory platforms and technology solutions. For more information, please visit www.lpl.com.

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