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For Immediate Release

National Planning Corporation® Adds Two New Recruiters to Business Development Team

SANTA MONICA, Calif. – January 26, 2012 – National Planning Corporation (NPC®) has expanded its New Business Development team with the addition of two new full-time recruiters. NPC named Scott Montgomery, 45, and Keith Mistretta, 56, as vice presidents of New Business Development. They join fellow recruiters Austin Moon and Randy Gamiel, and will report to John Johnson, senior vice president of New Business Development.

Mr. Montgomery comes to NPC from FirstPoint Partners, a financial adviser consulting and recruiting firm, where he served as senior vice president of Business Development. He was also vice president of Business Development at LPL Financial where he spent nine years recruiting. He has held external wholesaler positions at Mackenzie Asset Management in Boca Raton, Fla., and Munder Capital Management in Birmingham, Mich. Earlier, Mr. Montgomery served as a financial adviser with A.G. Edwards. He holds FINRA Series 7 and 63 registrations, and is based in San Diego.

"NPC has an industry-wide reputation for focusing on the specific needs of each adviser and providing them with customized service and support," said Mr. Montgomery. "I'm looking forward to working with advisers and sharing the many unique benefits that an affiliation with NPC can bring to their practice."

Mr. Mistretta has more than 18 years of experience as a financial adviser, and 13 years as a recruiter for independent broker-dealers. Prior to joining NPC, he served as senior vice president of Business Development for First Allied Securities, Inc. and regional vice president of Branch Office Development for Securities America, Inc. Mr. Mistretta holds FINRA Series 7, 63, 65 and 24 registrations and is based in Durham, N.H.

"NPC is not only dedicated to adding value to advisers' businesses, but also helping to make their transitions as seamless and efficient as possible through dedicated one-on-one support," said Mr. Mistretta. "I'm committed to helping advisers save time, work more efficiently and grow their practices by affiliating with NPC."

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National Planning Corporation has more than 1,500 affiliated financial representatives across the United States and is one of the four firms in the National Planning Holdings, Inc.[®] (NPH[®]) network.

“NPC remains focused on establishing long-term partnerships with our representatives,” said Mr. Johnson. “Scott and Keith are both extremely experienced and proficient at developing relationships with top-notch financial advisers, and will be tremendous assets to our group as we continue to expand.”

For more information about National Planning Corporation, please visit www.natplan.com.

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About National Planning Holdings, Inc.

National Planning Holdings, Inc. (NPH) is a broker-dealer holding company and an affiliate of Lansing, Mich.-based Jackson National Life Insurance Company. NPH serves as the holding company for the independent broker-dealers INVEST Financial Corporation, Investment Centers of America, National Planning Corporation, and SII Investments, Inc. Collectively, the NPH broker-dealer network currently has 3,644 registered representatives (as of 9/30/11). NPH and Jackson are wholly owned by Prudential plc (NYSE: PUK), a company incorporated and with its principal place of business in the United Kingdom. Prudential plc is not affiliated in any manner with Prudential Financial, Inc., a company whose principal place of business is in the United States of America.