



National Planning
HOLDINGS, INC.

For Immediate Release

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National Planning Holdings, Inc.[®] Announces Third Quarter Results

Revenue of \$200 Million Up 19.6% from Q3 2010; Representative Count Up 6.4%

SANTA MONICA, Calif. – November 14, 2011 – National Planning Holdings, Inc. (NPH[®]) today announced that it booked record revenue of more than \$200 million in the third quarter of 2011, an increase of 19.6 percent over the same quarter in 2010. The broker-dealer network also generated more than \$4.3 billion in gross product sales during the third quarter, representing a 29.4-percent increase over the prior year period.

NPH continued to grow its representative count during the third quarter of 2011, ending September with 3,644 affiliated financial professionals, a 6.4-percent increase over the third quarter of 2010. The growth in representatives during the third quarter extends the network's record of recruiting success; NPH surpassed 3,600 affiliated representatives for the first time in company history during the first half of 2011.

NPH 3rd Quarter 2011 Results: Year-Over-Year Comparison

	<u>Q3 2011</u>	<u>Q3 2010</u>	<u>% Change</u>
Sales	\$4,356,910,354	\$3,367,539,170	29.4%
Revenue	\$200,366,945	\$167,588,897	19.6%
# of Reps	3,644	3,425	6.4%

"NPH's third quarter numbers are a result of the network's ability to serve the ever-changing needs of advisers," said Jim Livingston, president and CEO of National Planning Holdings. "We strive to make our representatives feel comfortable in both the product recommendations they make and the infrastructure in place to support their business needs. We have a firm-wide dedication to technology innovation, comprehensive product due diligence and corporate risk management. Advisers have come to expect more from their broker-dealer, and NPH remains focused on exceeding these expectations by delivering solutions that can directly enhance our representatives' businesses."

Third quarter performance is backed by strong results over the first nine months of 2011. NPH recorded more than \$12.6 billion in year-to-date gross product sales, with revenue exceeding \$605 million. Sales and revenue increased 19.8-percent and 18.7-percent over the prior year nine-month period, respectively.

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NPH 3rd Quarter 2011 Results: Year-Over-Year Nine-Month Comparison

	<u>9M 2011</u>	<u>9M 2010</u>	<u>% Change</u>
Sales	\$12,672,631,727	\$10,582,261,593	19.8%
Revenue	\$605,405,223	\$510,111,053	18.7%
# of Reps	3,644	3,425	6.4%

NPH's continued investment in expanding WealthONE™, the network's web-based advisory platform, contributed to the network's strong nine-month results. Over the last several months, NPH introduced several new features to upgrade the representative-as-portfolio manager tools available on the platform, including:

- Explorer-Based Trading: Advisers can group their trades, allowing for enhanced analysis and editing of trade orders. Explorer-based trading also utilizes straight-through processing.
- Advanced Trade Types: Implementation of Limit, Stop and Stop-Limit orders.
- Sleeve Models: Advisers can insert a sleeve model as a client's position, or populate a model with a combination of other models available on the platform.
- Holdings Tab: Allows the adviser to integrate WealthONE data with third-party research tools and further customize client-facing reporting.

"NPH recognizes the importance of supporting advisers who are utilizing fee-based platforms, as well as those representatives who are considering a shift in their business model," said Livingston. "The WealthONE platform allows advisers to leverage our network's technology advantages to not only broaden product selection opportunities, but also transact business in a streamlined way that increases the overall efficiency of their practices."

National Planning Holdings, Inc. is an affiliate of Lansing, Mich.-based Jackson National Life Insurance Company® (Jackson®). The NPH network consists of INVEST Financial Corporation®, Investment Centers of America, Inc., National Planning Corporation®, and SII Investments, Inc.® Each company maintains its own unique culture and niche within the financial planning marketplace, allowing the NPH network to deliver customized, market-specific services to representatives of all profiles.

For more information about the four independent broker-dealers in the National Planning Holdings network, please visit:

- www.INVESTFinancial.com - INVEST Financial Corporation
- www.InvestmentCenters.com - Investment Centers of America, Inc.
- www.NatPlan.com - National Planning Corporation
- www.SIIOnline.com - SII Investments, Inc.

- more -

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. 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.