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NFP Advisor Services Group and FSI Partner to Advance Advocacy Mission & Bolster Financial Advisor Momentum

Partnership Brings 1,400 New Advisors to FSI Membership, Now Over 35,000 Strong

WASHINGTON, D.C. – In a strong show of support for the Financial Services Institute (FSI), NFP Advisor Services Group today announced that all of its 1,400 financial advisors are now FSI advisor members. The advisors' first-year membership is offered on a complimentary basis by NFP Advisor Services Group. FSI now boasts **well over 35,000 financial advisor members**.

James Poer, President of NFP Advisor Services Group, said: "We are pleased to provide a one-year complimentary membership to FSI to our financial advisors. Not only does FSI provide a voice for the independent broker-dealer community, they also strongly advocate on behalf of independent financial advisors in Washington. We believe that protecting advisors' ability to serve their clients in the capacity of an independent advisor is one of the most important things we can do, and our relationship with FSI clearly helps do that."

Keith Kelly, FSI's executive vice president and COO, added: "The momentum our members are creating continues to grow into 2012. These advisors aren't just joining FSI – they're joining the cause of championing affordable, independent financial advice for their clients. The simple fact is, with commitment like this from firms like NFP Advisor Services Group, the possibilities of what FSI can accomplish for all of its members are limitless. Every new partnership brings us one step closer to creating a healthier, more business-friendly environment for our members to thrive."

Kelly continued, "For FSI financial advisor members, there is no secret or confusion about what you get: it is strong and effective advocacy – period. Our member firms and their financial advisors are the best in the business at providing unbiased advice to hard-working Americans. FSI works every day to protect the independent business model; and every independent financial advisor should take control of their future and join the fight to protect their business by becoming an FSI financial advisor member."

In addition to advocacy, FSI financial advisor members receive: access to analyses of regulatory and legislative proposals; an Advocacy Action Center to easily communicate with legislators and regulators; opportunities to visit Capitol Hill and educate lawmakers; and exclusive FSI publications and communications.

About the Financial Services Institute (FSI): FSI is an advocacy organization for independent financial services firms and independent financial advisors. Established in January 2004, FSI has 125 financial services firm members and over 34,000 financial advisor members. FSI member firms have upwards of 180,000 financial advisors affiliated with them. FSI's mission is to create a more responsible regulatory environment for independent broker-dealers and their affiliated independent financial advisors through effective advocacy, education and public awareness. FSI's strategy includes involvement in FINRA governance, constructive engagement in the regulatory process and effective influence on the legislative process. For more information, please visit www.financialservices.org.

About NFP Advisor Services Group: NFP Advisor Services Group, a business segment of NFP, serves independent financial advisors whose clients include high net worth individuals and companies by offering broker-dealer and asset management products and services through NFP subsidiaries NFP Securities, Inc., member FINRA/SIPC and NFP IndeSuite, Inc. NFP Advisor Services Group attracts financial advisors seeking to provide clients with sophisticated resources and an open choice of products.

About NFP: National Financial Partners Corp. (NYSE: NFP), and its benefits, insurance and wealth management businesses provide diversified advisory and brokerage services to companies and high net worth individuals, partnering with them to preserve their assets and prosper over the long term. NFP advisors provide innovative and comprehensive solutions, backed by NFP's national scale and resources. NFP operates in three business segments. The Corporate Client Group provides corporate and executive benefits, retirement plans and property and casualty insurance. The Individual Client Group includes retail and wholesale life insurance brokerage and wealth management advisory services. The Advisor Services Group serves independent financial advisors by offering broker-dealer and asset management products and services. Most recently NFP was ranked as the eighth Top Global Insurance Broker by Best's Review; operated the fourth largest Executive Benefits Provider of nonqualified deferred compensation plans administered for recordkeeping clients as ranked by PlanSponsor; operated a top ten Independent Broker Dealer as ranked by Financial Planning and Financial Advisor; had three advisors ranked in Barron's Top 100 Independent Financial Advisors and is a leading independent life insurance distributor according to many top-tier carriers. For more information, visit www.nfp.com.

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