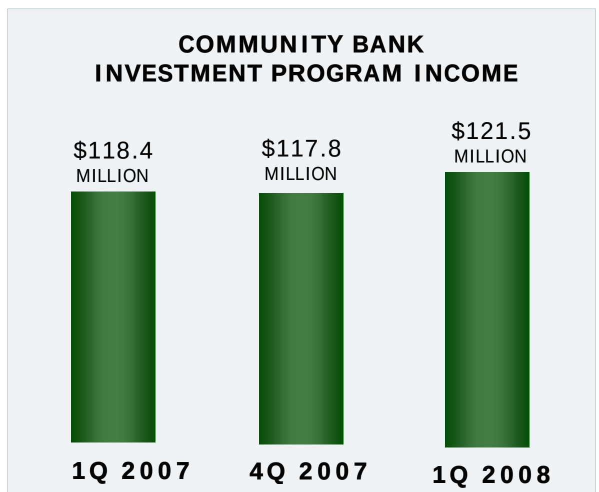
N E W S R E L E A S E

Michael White-LPL Financial Institution Services Report: Community Bank Investment Programs Off To A Better Start in 2008

FOR IMMEDIATE RELEASE – *Radnor, PA, and Charlotte, NC, July 21, 2008* – Community bank investment programs are off to a better start in 2008 thanks to an increase in annuity commissions, according to the *Michael White-LPL Financial Institution Services Report: Community Bank Investment Programs.*

Issued quarterly by Michael White Associates, LLC (MWA) and sponsored by LPL Financial Institution Services, the report measures and benchmarks investment programs at community banks, i.e., those with assets under $4 billion, then, segments those community banks into five asset classes for further peer-analyses. The report is based on data reported by 7,493 commercial and FDIC-regulated savings banks operating on March 31, 2008.

"This report finds that first quarter revenue of community bank investment programs surpassed where they started and ended in 2007," said Arthur Osman, senior vice president of sales and relationship management, LPL Financial Institution Services. "The report's new metrics also generally show improvements in Program Productivity and Density, key measures by which to gauge investment program strength."



SOURCE:
Michael White – LPL Financial Institution Services Report: Community Bank Investment Programs

Program Production

In first quarter 2008, 1,578 or 21.1% of community banks participated in investment program activities, producing $121.5 million in program income. Generation of investment program income increased 3.1% from $117.8 million in the prior quarter, i.e., fourth quarter 2007; and first quarter 2008 program income rose 2.6% from $118.4 million in first quarter 2007.

Banks with assets between $500 million and $1 billion had the biggest increases in annuity and investment program income in first quarter 2008. Their annuity income was up $1.7 million or 26.3%, compared to first quarter 2007. Their total investment program income was up $1.8 million or 6.5%, as their securities brokerage income was virtually unchanged.

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The three largest asset classes of community banks started this year with more investment program income than that earned in the first quarter last year. Their greater growth was in annuity commissions, which outpaced their growth in securities brokerage income, thereby serving as the driver of overall investment program income.

Program Penetration

The Penetration of an investment program is measured as the amount of program revenue generated per million dollars of core or retail deposits. These deposits substitute as a measure of retail customers and the breadth of the customer relationship, since the data for retail customers or retail households are hard to obtain on a reliable, national, and standardized basis.

"In first quarter 2008, community banks earned adjusted mean investment program income of $249 per million dollars of retail bank deposits," said Michael White, president of Michael White Associates and author of the report. "In contrast, big banks with assets over $4 billion attained a higher adjusted mean Program Penetration of $379 per million dollars of retail deposits; so, there is opportunity for community banks to enhance their programs."

Program Concentration

Program Concentration calculates the portion of total noninterest income attributable to a specific kind of noninterest fee income. This ratio enables us to know how concentrated or meaningful bank investment programs are among their banks' non-lending activities.

Banks with less than $4 billion in assets had a higher mean Concentration of investment program income to noninterest income than larger banks in first quarter 2008. As a group, community banks achieved a Concentration ratio of 7.5%, with banks under $100 million in assets achieving the highest mean ratio of program income to non-interest income of 9.8%. Large banks, those with assets greater than $4 billion, had a lower mean ratio of 5.5%, reflecting the fact that, in their case, they tend to have more sources of noninterest income in larger volumes than just investment program income.

Program Productivity

Investment Program Productivity measures the amount of program fee income per bank employee. Program Productivity enables us to assess the relative generation of income among bank employees, which are frequently the important human assets in generating customer referrals and the attendant fee income earned from those customer relationships.

Banks with assets between $300 million and $500 million ranked highest in first quarter 2008 mean bank employee Productivity, earning $560 per bank employee, $47 or 9.2% more than the largest community banks with assets between $1 billion and $4 billion.

Program Density

Measured as the amount of program fee income per domestic banking office, Program Density evaluates the relative density of program income among banking locations, the critical physical assets in generating investment program income.

Banks with assets between $1 billion and $4 billion ranked first in adjusted mean Program Density, as they earned mean $8,856 ($35,424 annualized) per banking office in first quarter 2008. In other words, their banking offices tended to produce greater amounts of investment program income than smaller community banks.

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Annuity Product Mix and Penetration

Annuity commissions constituted 28.8% of community bank investment program income in first quarter 2008. The annuity share of investment program income rose more than four-and-one-half points from 24.3% in the fourth quarter. Community banks' annuity commissions were up more than $3.0 million or 9.5% from $32.0 million in first quarter 2007 to $35.0 million in first quarter 2008.

Community banks with assets between $1 billion and $4 billion had the highest annuity mix for the year, with 31.4% of total investment program income coming from annuity commissions. With 11.3% of program income from annuities, the big banks with assets in excess of $4 billion had a considerably lower mix of annuity commissions in their programs.

Of the 1,578 community banks that reported earning investment program income, 840 banks or 53.2% reported earning annuity commissions, and 174 banks or 11.0% reported earning annuity income only. This latter finding of 174 banks reporting only annuity income would seem indicative of banks that have only platform annuity or licensed bank employee (LBE) programs and not full-product investment programs. The number of banks reporting only annuity income dropped 15.5% from 206 banks in first quarter 2007.

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About Michael White Associates

Michael White Associates, LLC (MWA) is a bank insurance consulting firm headquartered in Radnor, PA, and online at www.BankInsurance.com. The *Michael White-LPL Financial Institutions Report: Community Bank Investment Programs*™ is a quarterly report on the year-to-date performance of community banks' retail investment programs. Produced by Michael White and Michael White Associates, LLC (MWA) and exclusively sponsored by LPL Financial Institution Services, this report measures and benchmarks community banks' performance in generating securities brokerage and annuity fee income. Michael White is not affiliated with LPL Financial.

About LPL Financial Institution Services

Headquartered in Charlotte, N.C., LPL Financial Institution Services is dedicated to the institution channel, representing clients on both the LPL and UVEST broker/dealer platforms. As the nation's largest provider* of third-party investment services to banks and credit unions, LPL Financial Institution Services offers insurance and investment services to more than 800 financial institutions nationwide.

Bringing together UVEST Financial Services and the financial institution arm of LPL Financial, LPL Financial Institution Services combines two industry front-runners into one clear leader with a singular focus on financial institutions. Through a combination of high-tech solutions and high-touch service, LPL Financial Institution Services provides unbiased product expertise and proven program management tailored to meet the unique needs of each client. UVEST Financial Services Group, Inc. and LPL Financial are registered broker/dealers and FINRA/SIPC member firms.

**Based on number of financial institutions served as reported in Kehrer-LIMRA 2006 study.*

About LPL Financial

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For additional information about LPL Financial, visit www.lpl.com.
[*] *As reported in Financial Planning magazine, June 1996-2008, based on total revenue*

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