Advisor CHANNEL®

Integrated **tools**

for your **fee-** and **transaction-based business**

NATIONAL FINANCIAL
a Fidelity Investments company

Clearing Services
Capital Markets
Brokerage Technology
Investment Solutions

Helping you keep a **step ahead** of the **technology curve**

Brokerage technology continues to advance at an exciting pace. Yet, as you focus on doing the things to grow your business—like developing customer relationships—it's easy to fall behind. National Financial's Advisor CHANNEL® can help you stay a step ahead of the technology curve.

NATIONAL FINANCIAL

a Fidelity Investments company

A robust **combination** of integrated **tools**

Picture a world of seamless integration, where sophisticated technology creates simple solutions to help you operate and grow your fee- and transaction-based business. That's Advisor CHANNEL®: a robust combination of PC- and Internet-based portfolio management, trading, reporting, and integration tools. Ideal for investment representatives who actively manage and rebalance portfolios or support a proprietary wrap program, Advisor CHANNEL leverages the most advanced technology from Fidelity Investments®.

Advisor CHANNEL seamlessly links your office directly to National Financial's security processing system,[1] as well as with third-party software packages. It can be installed on a single-user workstation, across a network and accessed by multiple users simultaneously, or across a wide area network (WAN) providing remote access to users in multiple locations.

And with Advisor CHANNEL, you select user-level entitlements for functionality and trading based on your representatives' specific roles and responsibilities.

Integrating seamlessly with your choice of portfolio management, recordkeeping, financial planning, or order management systems gives you flexibility to provide a solution that best fits your business model. It also provides scale to your operations by allowing streamlined straight-through processing. Whether you are using Advisor CHANNEL's advanced order creation capabilities or another third-party product, National Financial provides you a choice to help you deliver superior client service.

[1] Orders placed through Advisor CHANNEL may be sent directly to the market via National Financial's computer system, that verifies that the order passes standard trading and account requirements.

Improving **operational efficiency** in an increasingly **competitive environment**

Increased competition provides both challenges and opportunities for your business, particularly as individuals come to realize the importance of professional guidance. Yet at the same time, your existing clients need reassurance and a higher level of contact to ease their concerns. At National Financial we understand the importance of relationships. That's why we have developed technology that helps provide scale to your trading and investment process, while streamlining back-office operations.

Advisor CHANNEL provides advanced order creation and reporting tools to run your business, as well as the ability to integrate your choice of technology with our platform. By automating your equity, option, mutual fund, and retirement account trading process, Advisor CHANNEL helps bring greater efficiency to your operations. All of this allows you more time to focus on your clients and their needs.

8 a.m. Pre-Market Client Call

A high-net-worth client has expressed concern that one of his accounts that you do not actively manage is down 20%. He is asking for guidance, which could lead to additional assets and a deeper relationship with this client.

Advisor CHANNEL can help.

Advisor CHANNEL allows you to review and download non-discretionary accounts. Once in Advisor CHANNEL you can export account information to your choice of reporting packages. It also allows you to perform "what if" analyses and asset allocation comparisons. Using Advisor CHANNEL's Asset Allocation Comparison report, you can graphically show your client how his account is allocated versus how you would diversify this account.

A vital resource for **building your business**

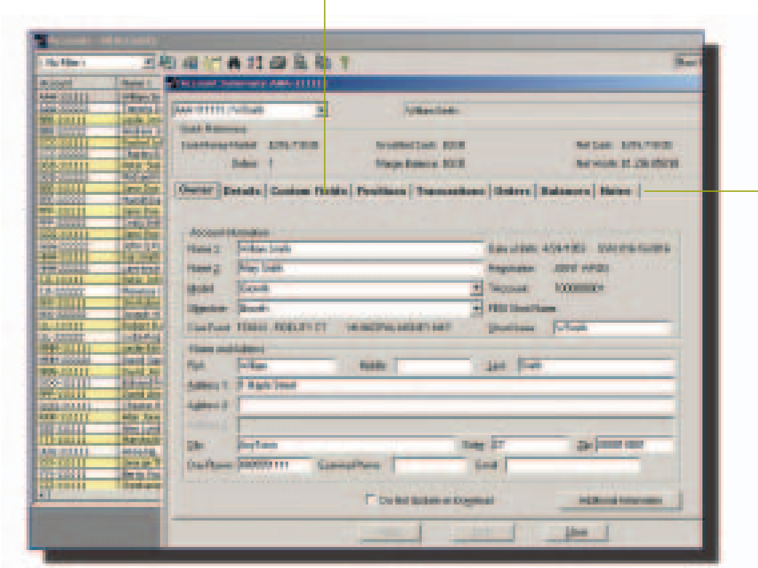
By streamlining many of your firm's business processes and account management functions, Advisor CHANNEL helps your investment representatives spend more time attracting and retaining clients, as well as harvesting additional business from existing clients.

Customizable searching, sorting, filtering, and grouping allow you to tailor the product to meet the unique needs of your business. Since Advisor CHANNEL is based on an open architecture, you have the flexibility to import or export data to spreadsheets, text documents, or a wide choice of third-party software applications. For added convenience, Advisor CHANNEL's daily downloads and exports can be scheduled to run automatically, enabling you to start the day with information already in your systems of choice.

Access detailed account information, including contacts, account numbers, positions, cash and balances, prices and security master information, and transaction history.

ACCOUNT MANAGEMENT

Use custom fields to track, group, and report only relevant information.

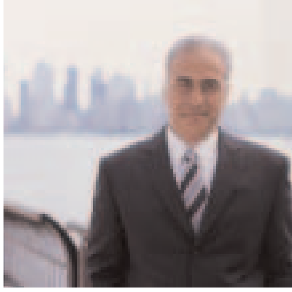


Access up-to-date account information.

The **fast, accurate,** and **efficient** route to the market

With Advisor CHANNEL, your orders are transmitted directly to National Financial. Leveraging the best of Internet and client/server technologies, Advisor CHANNEL allows an open relational database to reside in your operating environment, yet ensures up-to-date account information and data integrity. Transaction-filtering capabilities allow your investment representatives to select the specific information they wish to communicate, avoiding unnecessary data transfers and significantly enhancing performance.

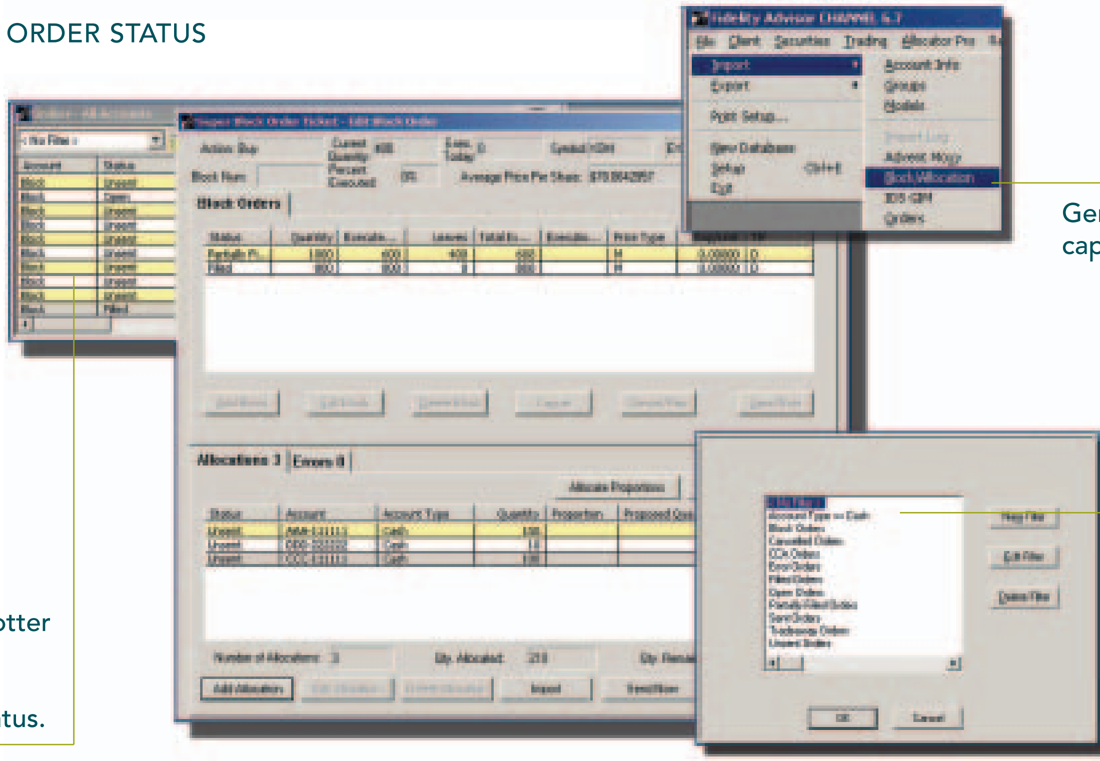
Advanced modeling and block-trading capabilities give you a direct connection to National Financial and the market, as well as the ability to leverage Fidelity Capital Markets[2]. Send your orders electronically or have a trader work a block order with specific instructions—the choice is yours. Advisor CHANNEL supports a number of different trading behaviors, while automating the investment and allocation processes.



Effortlessly place trades for a single client account, group of accounts, or across all accounts.

[2] Fidelity Capital Markets is a division of National Financial Services LLC.

ORDER STATUS



Generic and specific import capabilities available.

Trade blotter provides real-time order status.

Advanced filtering and grouping capabilities.

See only the information you want in the order you want.

Comprehensive real-time trade blotter allows you to manage trade activity across multiple accounts.

TRADING AND ORDER MANAGEMENT FEATURES

> Comprehensive trade blotter gives you a complete view of your trading activity for the day

> FIX trading capabilities, including connectivity to the Trade Route and Sungard Transaction Network (STN) and other FIX carriers

> The ability to allocate and view FIX-initiated orders for both National Financial and Fidelity Capital Markets accounts

> Flexible order entry allows placement of individual orders or transmission of a list of orders in a single communication session

> Block orders of equities, fixed-income securities, and options can be allocated using multiple methods

> Multiple allocation methods, including allocation import from third-party systems or spreadsheets, single security modeling generation of allocations, individual account selection, and Thomson's OASYS

> Auto-matching of allocations with existing blocks streamlines the order management process

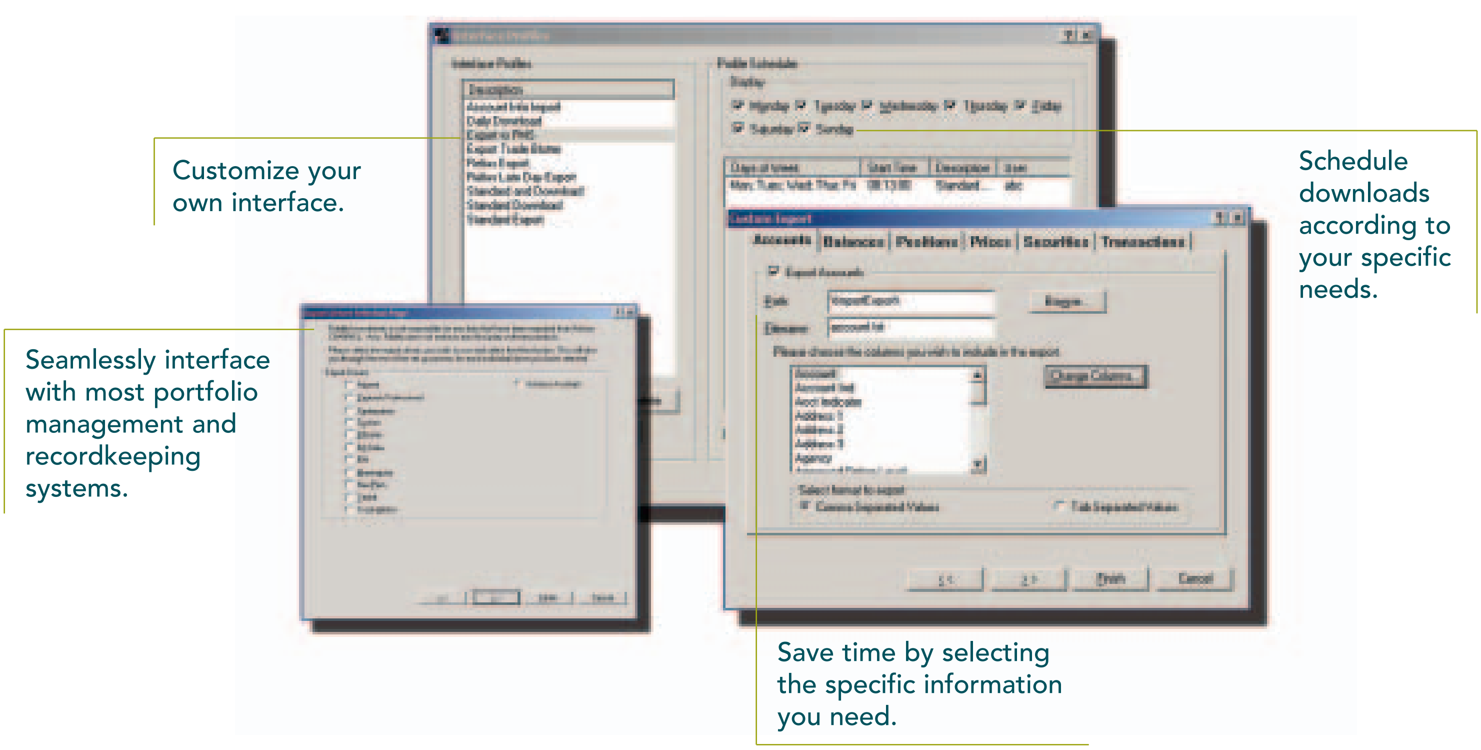
Seamless **integration** with your choice of **technology**

Advisor CHANNEL works seamlessly with most popular portfolio management, order management, and recordkeeping systems. Flexible export capabilities allow you to easily integrate critical account, position, balance, transaction, and security data with a variety of third-party applications, including Advent's Axys® and Moxy®, Morningstar's® Advisor Workstation and Principia Pro, Centerpiece, Captools, dbCAMS+, and others. In addition, interface tools provide the flexibility to integrate Advisor CHANNEL with proprietary solutions you may have developed.

As with reporting and accounting systems, Advisor CHANNEL lets you integrate with FIX connectivity for order executions, Thomson's OASYS allocation matching capabilities, and multiple block, order, and allocation import capabilities. Whether you are using Advisor CHANNEL's advanced import capabilities or Fidelity Capital Markets' advanced trading systems, we have a solution that meets your needs.

Advisor CHANNEL also offers an integrated scheduling function that allows you to preset download times, avoiding the need to connect manually while maximizing your system performance. In addition, we can configure Advisor CHANNEL to function seamlessly with virtually any system that accepts text import/export.

INTERFACE PROFILE



Automate trade creation process with a **powerful** rebalancing **tool**

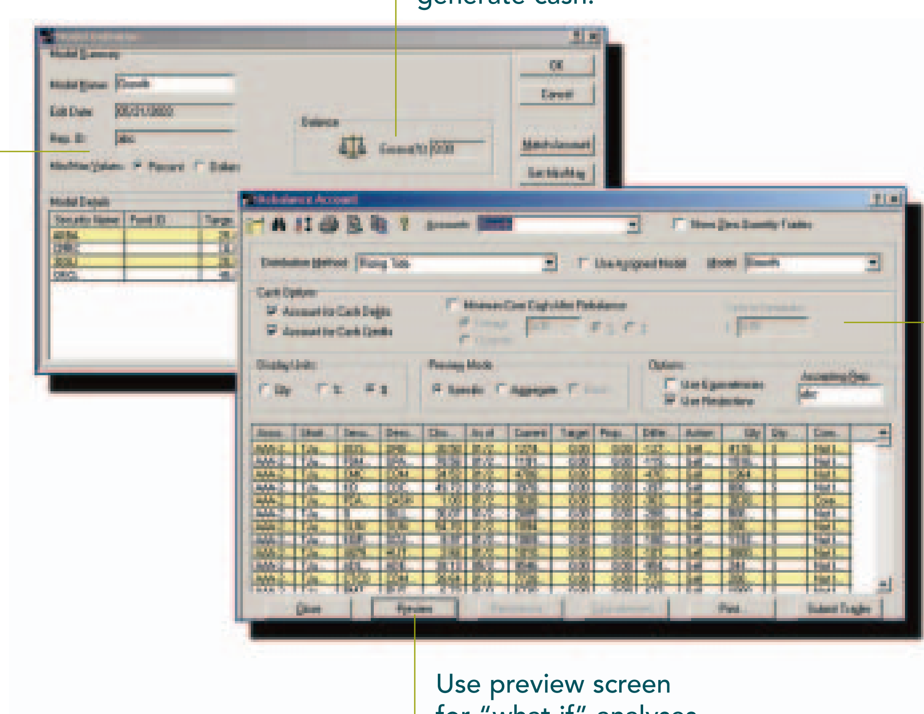
Allocator Pro®, National Financial's powerful rebalancing tool within Advisor CHANNEL, provides scale to your operations while ensuring consistency and quality of portfolios. By automating the trade-creation process, Allocator Pro allows you to spend more time on the investment management process rather than the investment administration process. For example, when using Allocator Pro's modeling capabilities, portfolio rebalancing that may previously have taken days to complete can now be completed in a matter of minutes—saving you time, money, and effort.

Allocator Pro offers a range of modeling and analytic tools that will fit the needs of mutual fund rebalances and specific security stock pickers. Our analytic capabilities include using Morningstar equity and mutual fund data and client-defined classifications to help keep your strategies on target with sector, industry, asset class, and market capitalization information. Sophisticated graphics tools enable you to view portfolio positioning and holdings, and to produce high-quality summaries to present your recommendations to clients.

PORTFOLIO REBALANCING

Rebalance accounts, invest cash, or generate cash.

Apply custom models across a group or an individual account.



Monitor client-specific needs in the trade process.

Use preview screen for "what if" analyses or to submit orders for execution.

Securities listed for illustrative purposes only.

Allocator Pro's Key Benefits

> Maintain consistency and build in quality control measures by creating model portfolios based on specific investment objectives

> Rebalance client portfolios and perform "what if" analyses on potential rebalancing and reallocation scenarios

> Generate or invest cash based on specific portfolio targets

> Target a specific weighting in individual securities using Allocator Pro's Rebalance Single Security functionality

> Target uninvested cash for investment, allowing you to maximize your performance return

> Keep a consistent cash balance in client accounts, ensuring that money is available for management fees or other expenses

> Generate cash while maintaining and improving clients' asset allocation

All modeling capabilities include advanced restrictions checking, the ability to exclude unmanaged assets, and the ability to keep consistent cash levels across all your accounts.

3 p.m. Late-Breaking News

Late-breaking negative earnings reports affect holdings across multiple accounts. You want to preserve your clients' capital, but need to act quickly before market close.

Using Advisor CHANNEL Single Security Rebalance function, you can quickly sell out of this position. Advisor CHANNEL will determine everyone who holds the security and generate a block sell, removing all shares from all accounts while checking for individual client restrictions, such as company stock restrictions.

Help **manage risk** and enhance **workflow**

Orders submitted through Advisor CHANNEL are evaluated by Risk Manager—National Financial's suite of customizable pre- and post-trade tools that provide order analysis, trending, and ad-hoc reporting.

Risk Manager automatically reviews orders according to pre-defined business rules. Orders flow through Compliance & Controls and then will either go straight to the market, be automatically rejected, or be sent to Review & Release for authorized review.[3] Upon review, the authorized reviewer can either send the order back to the representative or submit to the market. Then the reviewer can use flexible post-trade tools for trend analysis.

Risk Manager lets you set user-level entitlements according to roles and helps reduce your overall volume of trades that require review.

POST-TRADE TOOLS

ACTIVITY BLOTTER

Online approval, retention, and retrieval process for order and trade data.

ORDER QUERY

Ad-hoc, intraday reporting capabilities.

Filter trade orders by multiple data elements.

ACCOUNT MONITOR

Monitors and identifies risky low-margin accounts.

You can then create rules in Compliance & Controls.

CREDIT MONITOR

Provides "balance sheet" view of broker/dealer firm financials.

COMPLIANCE EXCEPTION MONITOR

T+1 exception reporting (daily and monthly) to help meet your trade supervision obligations.

[3] Orders placed through Fidelity's trading systems are sent directly to the markets via Fidelity's computer system that verifies that the orders pass standard trading and account requirements.

Controlled **trading risk** and **improved** exceptions-based **processing**

Advisor CHANNEL's advanced restriction engine can be configured to automatically evaluate a wide variety of restrictions for all points of trade entry/creation. This allows users to create rules for individual accounts that are used during the trade creation process that may not have been created with Compliance & Controls. These restrictions can be simple, such as preventing a group of accounts from buying a "specified stock," or more complex, such as ignoring unmanaged assets while rebalancing a portfolio.

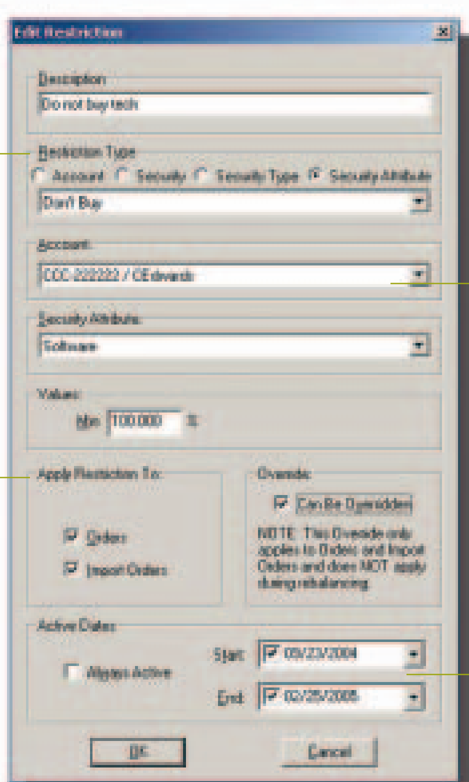
You establish the restrictions and guidelines to monitor your portfolios, and Advisor CHANNEL automatically triggers a warning any time a proposed trade violates established account restrictions—helping to ensure that you comply with your clients' goals, objectives, and investment parameters.

4:30 p.m. Client Conference

Due to a recent tax-loss harvesting, you want to ensure that you avoid a wash sale. How do you monitor this situation for a handful of accounts while making broader position changes across your entire client base?

By creating a Do Not Buy restriction for a group of accounts for a defined time frame, you can ensure that you are monitoring this potential situation.

RESTRICTIONS ENGINE



Evaluate a wide range of client restrictions.

All points of trade entry can be checked.

Check restrictions at group level or for individual accounts.

Use time frames to check wash sales and manage new accounts/situations.

A wide array of **reports**

Advisor CHANNEL gives you easy access to more than 30 reports designed to simplify the management of your accounts, provide better control of your trading process, or offer client-ready investment reports. These reports offer valuable, up-to-date client account information—from graphically depicting the impact of various investment strategies to monitoring cash balances more closely to keep your accounts fully invested.

Advisor CHANNEL reports complement your quarterly reporting, allowing you to search and sort within and across reports. Standard reports available include:

> Account Summary Report

> Asset Allocation Comparison Report

> Cash Ledger Report

> Consolidated Position Report

> Execution Summary and Detail Reports

> Percent Invested Report

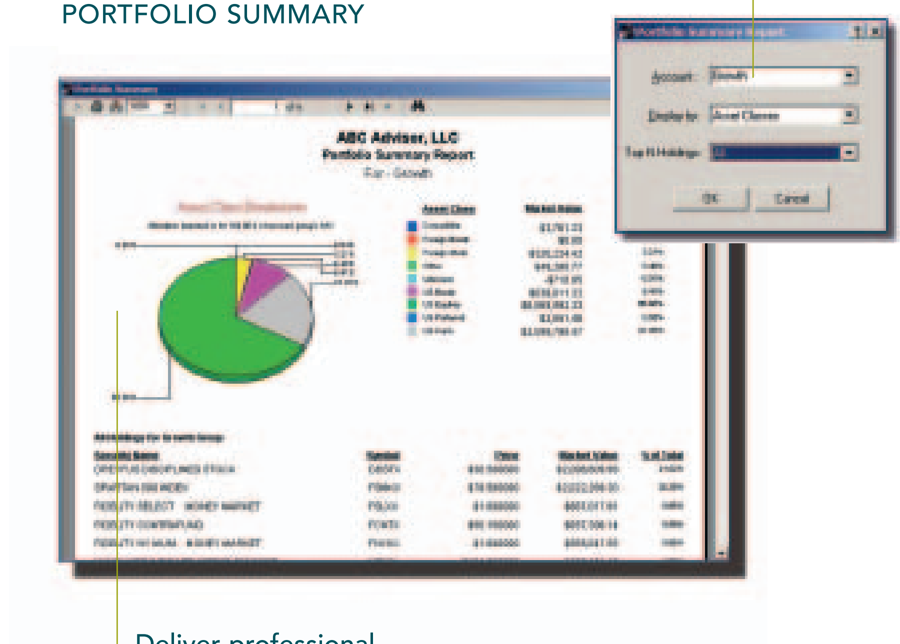
> Portfolio Summary Report

> Transaction Detail Report

In addition to standard reports, Advisor CHANNEL's flexible architecture allows you to export virtually any data element to a spreadsheet or third-party reporting system, as well as integrate reporting packages like Crystal Reports directly to our open relational database.

Create reports for a single account, group of accounts, or across all accounts.

PORTFOLIO SUMMARY



Deliver professional portfolio data to your investors.

Enterprise class **solutions** for enterprise **firms**

We offer advanced technology to support the needs of clients of many different sizes. For our enterprise clients, we offer an array of solutions that include a highly scalable version of Advisor CHANNEL–Microsoft SQL.

This high-capacity solution allows you to store large amounts of data without losing performance. Our enterprise solution is ideal for remote offices using connectivity products like Citrix.

Leveraging our Fidelity Capital Markets capabilities, we can provide FIX trade connectivity via a number of major Order Management Systems, including Advent/MOXY, MacGregor/Predator, and Charles River Development/CRTS. This connectivity is available in conjunction with FIX networks such as Thomson's TradeRoute, Sungard Transaction Network, and the MacGregor Financial Network.

Solutions provided by **knowledgeable professionals**

Even the most robust product and service solutions may not be effective without the critical support of knowledgeable, trained representatives. National Financial's implementation and support professionals bring extensive technical and operational backgrounds to your most pressing business challenges.

We're committed to providing unparalleled technical support to every client. We benchmark, track, and report our technical services against rigorous service standards. In addition, National Financial's training team offers ongoing support to ensure that all Advisor CHANNEL users are sufficiently trained in its unique features and can fully realize the benefits of this robust platform.

Put **Advisor CHANNEL** to work for you

As the cornerstone of your business, Advisor CHANNEL provides tools and resources to help maximize your efficiency and productivity. Based on National Financial's advanced technology, Advisor CHANNEL streamlines and automates the investment management process, delivering the information you need, when you need it. This means you can focus on serving your investors and growing your business—not on the processes and procedures behind those efforts.

Take the next step

Empower your business by putting Advisor CHANNEL to work for you today.

For more information, National Financial clients should contact their relationship manager. If you are a prospective National Financial client, please call 1-800-752-7053 or visit www.nationalfinancial.com.

NATIONAL FINANCIAL

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