100 Pacifica, Suite 400
Irvine, CA 92618
(949) 380-1210
(800) 867-5264
(949) 380-9583 (Fax)

"we give your future direction"

APPLIED FINANCIAL PLANNING INC.

A REGISTERED INVESTMENT ADVISORY FIRM

Contact: Stephanie Christian
(714) 929-7420
stephanie.christian@lpl.com

FOR IMMEDIATE RELEASE

BILL O'CONNOR, CFP® AND ROBERT MICONE, MBA ATTEND LPL FINANCIAL'S MASTERS 2016 CONFERENCE

Irvine, CA — March 2016 — Bill O'Connor and Robert Micone from Applied Financial Planning recently attended the LPL Financial Masters 2016 conference, an event hosted for top- performing advisors of LPL Financial, the nation's largest independent broker/dealer* and a leader in the retail financial advice market.

The annual advisor event is an educational forum for qualifying advisors and includes presentations and breakout sessions moderated by LPL leaders and strategic partners. It also provides financial advisors the opportunity to network and share ideas with their industry peers.

"It is an honor to be able to participate in this prestigious industry event," said O'Connor. "Attending the LPL Masters conference is a wonderful opportunity to be able to expand and enrich the level of service and experience we can provide to our clients."

"We applaud these elite advisors for having demonstrated a commitment to helping their clients as they strive to reach their financial aspirations," said Dan Arnold, LPL president. "We are proud to be able to support Bill and Robert as they continue to manage and grow their business."

*Based on total revenues, Financial Planning magazine, June 1996-2015

About Applied Financial Planning, Inc.

Applied Financial Planning (AFP) is dedicated to helping people create and preserve wealth. The key to the company's success is their personalized approach in assisting clients with a wide range of services.

AFP's mission is "to assist our clients in achieving true financial independence and once achieved, to lead a life of financial significance."

About LPL Financial

LPL Financial, a wholly owned subsidiary of LPL Financial Holdings Inc. (NASDAQ:LPLA), is a leader in the retail financial advice market and served $459 billion in advisory and brokerage assets as of January 31, 2016. LPL is one of the fastest growing RIA custodians and is the nation's largest independent broker-dealer (based on total revenues, Financial Planning magazine June 1996-2015). The Company provides proprietary technology, comprehensive clearing and compliance services, practice management programs and training, and independent research to more than 14,000 independent financial advisors and over 700 banks and credit unions, enabling them to help their clients turn life's aspirations into financial realities. Advisors associated with LPL also service an estimated 40,000 retirement plans with an estimated $118 billion in retirement plan assets, as of December 31, 2015. LPL also supports more than 4,000 financial advisors licensed and affiliated with insurance companies with customized clearing, advisory platforms, and technology solutions. LPL Financial and its affiliates have more than 3,400 employees with primary offices in Boston, Charlotte, and San Diego. For more information, please visit www.lpl.com.

The financial consultants at Applied Financial Planning are registered representatives with, and securities and advisory services offered through LPL Financial. A registered investment advisor. Member FINRA/SIPC. Financial Planning offered through Applied Financial Planning, Inc., a registered investment advisor and separate entity.

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