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FPA Recognizes Lincoln Financial Advisors as First FPA Alliance Firm

DENVER...April 19, 2006... The Financial Planning Association® (FPA®), the leadership and advocacy organization representing the financial planning community, announced today it is recognizing Lincoln Financial Advisors as its first FPA Alliance firm. FPA Alliance firms publicly commit to FPA's principles for advancing the financial planning profession and the value of financial planning to the public. Lincoln Financial Advisors is the national financial planning arm of Lincoln Financial Group, with a network of more than 2,000 financial planners.

"We're excited to recognize Lincoln Financial Advisors for their commitment to professionalism in financial planning," said Daniel B. Moisand, CFP®, president of FPA. "Lincoln Financial Advisors has illustrated that commitment by mandating that planners within their network abide by relevant regulation, including registration as an investment adviser representative at the state and federal levels. The firm has a strong commitment to lifelong learning and leadership development."

Through the new *FPA Alliance Program*, firms who commit to basic Principles of Professionalism in financial planning established by FPA are eligible for the FPA Alliance Program. The criteria include requirements for the participating company to:

- Affirm and support FPA's Code of Conduct for Institutional Members, Primary Aim, Core Values and Principles of Professionalism.
- Actively promote and advocate the financial planning process as championed by FPA.
- Actively encourage all of its advisers who are CERTIFIED FINANCIAL PLANNER™ (CFP®) certificants to maintain membership in FPA. A minimum of 90 percent of CFP certificants in the participating firm must maintain membership for the firm to participate in the program.
- Actively encourage all of its advisers who hold themselves out as financial planners to maintain membership in FPA.
- Actively encourage all of its advisers who hold themselves out as financial planners to earn the CFP certification and provide assistance to individuals to do so.
- Mandate that all of its advisers who hold themselves out as financial planners abide by appropriate regulation, including registration as an investment adviser representative on the state and/or federal level.
- Demonstrate a commitment to lifelong learning and leadership initiatives within the organization to further exemplary financial planning practices for the ultimate benefit of the client.

- Demonstrate a commitment to the financial planning community through institutional membership in FPA.
- Support FPA's commitment to pro bono efforts by providing community service to the public in need.
- Agree to abide by FPA's Code of Conduct for Institutional Members.

"It is an honor for all of us at Lincoln Financial Advisors to be named the first FPA Alliance firm," said Robert W. Dineen, President and CEO, Lincoln Financial Group Retail Distribution. "We are committed to helping high-potential planners excel by setting a high bar for professionalism, while simultaneously providing top-notch support. Becoming an FPA Alliance firm is an important step in our continued emphasis on client-centered financial planning."

For more information on FPA Alliance, visit www.fpanet.org/fpaalliance.

The Financial Planning Association® (FPA®) connects those who need, support and deliver financial planning. We believe that everyone is entitled to objective advice from a competent, ethical financial planner to make smart financial decisions. FPA members demonstrate and support a professional commitment to education and a client-centered financial planning process. For more information, visit www.fpanet.org.

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