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For Immediate Release

Russ Cesari Named to *Barron's* 2010 Top 1,000 Financial Advisors

Herndon, Virginia, June 22, 2010 – Northwest Financial Group is proud to announce that Russ Cesari, Sr. Wealth Manager, was recently named one of the “Top 1,000 Financial Advisors in America” by *Barron's*. Northwest Financial Group is affiliated with LPL Financial, the nation’s largest independent broker-dealer.*

Barron's based its rankings on quantitative criteria, which reflects the volume of assets overseen by the advisors and their teams, revenues generated for the firms and the quality of the advisors' practices. The formula used to rank advisors is proprietary, but investment returns are not a component of the rankings because an advisor's returns are dictated largely by the risk tolerance of clients. The quality-of-practice component includes an evaluation of each advisor's regulatory record. High client retention level is one of the most striking findings from *Barron's* annual state-by-state round-up of the top 1,000 advisors.

Russ Cesari ranked #14 among the twenty-five wealth advisors who work in Virginia.

“We congratulate Russ Cesari for being included on this prestigious list. We are proud to see him recognized for his excellence and leadership in the financial services industry,” remarked Northwest Financial President and CEO Kevin Fisher. “This outstanding achievement underscores the great work Russ and our other advisors do for clients every day in helping them to achieve their financial goals. We believe strongly in our model of providing clients with objective, unbiased advice and integrated solutions to meet their wealth management needs now and in the future.”

“I am honored to be included in *Barron's* prestigious ranking. It is a privilege for me to serve the needs of my clients and provide customized strategies and advice to help them through these unprecedented economic times.” said Russ Cesari, Sr. Wealth Advisor, Northwest Financial Group. “For me, proactive communications and the values of honesty, integrity and conviction, are the pillars for a healthy client-advisor relationship. By managing each relationship with

prudence and a long-term perspective, listening to their needs, and adhering to the highest standards of ethical and fiduciary responsibility, my team builds trust and loyalty, and earns the right to serve our clients for years to come.”

Barron's is a registered trademark of Dow Jones & Company, L.P. The rankings are based on data provided by individual advisors and their firms, which is confirmed via regulatory databases, cross-checks with securities firms and conversations with individual advisors. Neither Northwest Financial nor any financial advisor pay a fee to *Barron's* in exchange for this rating.

About Northwest Financial LLC:

Northwest Financial LLC provides a variety of financial services through its own subsidiaries: Northwest Financial Group LLC, NW Insurance Agency LLC, Northwest Tax Group LLC, Northwest Title & Escrow LLC. For more information about our range of financial services, visit our website at www.nwflc.com.

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About LPL Financial:

LPL Financial is one of the nation's leading financial services companies and largest independent broker/dealer (based on total revenues as reported in Financial Planning magazine, June 1996-2010). Headquartered in Boston, Charlotte, and San Diego, LPL Financial and its affiliates offer industry-leading technology, training, service, and unbiased research to more than 12,000 financial advisors, 750 financial institutions, and over 4,000 institutional clearing and technology subscribers. LPL Financial has \$284.6 billion in brokerage and advisory assets as of March 30, 2010.

LPL Financial and its approximately 2,500 employees serve financial advisors through Independent Advisor Services, supporting financial advisors at all career stages; Institution Services, focusing on the needs of advisors and program managers in banks and credit unions; and Custom Clearing Services, working with broker/dealers at leading financial services companies. For additional information about LPL Financial, visit www.lpl.com. Securities offered through LPL Financial, Member FINRA/SIPC.

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