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FIDELITY® EARNS UNPRECEDENTED RECOGNITION FOR BROKERAGE INDUSTRY LEADERSHIP IN VALUE, INNOVATION AND CUSTOMER SATISFACTION

Brokerage Services Honored by Barron's, Compuware, Corporate Insight, Credit.com, ETF.com, Harris Poll EquiTrend, J.D. Power and StockBrokers.com

9,000 Fidelity Retail Brokerage Accounts Opened Each Day in Q1 2014

BOSTON, June 4, 2014 – [Fidelity Investments](http://www.fidelity.com)® announced today that in the first four months of 2014, it received high marks for excellence in [retail brokerage services](#) from eight separate independent third parties, including Barron's, Compuware, Corporate Insight, Credit.com, ETF.com, Harris Poll EquiTrend®, J.D. Power and StockBrokers.com. Fidelity was recognized for its brokerage leadership in a number of categories from these independent companies, including research and analytics, mobile platform, web speed, customer satisfaction and product offerings.

"Fidelity's dedication to continuously improving the products and services we offer and our focus on creating an unparalleled customer experience is a major driver of our performance as a firm," said Ram Subramaniam, president of Fidelity's retail brokerage and cash management business. "We're honored that so many independent experts have recognized our commitment to excellence."

Fidelity's retail brokerage business has experienced strong growth in the first quarter of 2014. On average, investors opened 9,000 new retail brokerage accounts each day in the quarter, bringing the total to more than 15.2 million.

The eight specific industry awards are included below (in alphabetical order):

- **Barron's 2014 Online Broker Review:** tied for Best for International Traders, Best for Long-Term Investing, Best for Novices and Best for In-Person Service
- **Compuware: Best of the Web 2013**
- **Corporate Insight eMonitor Awards:** seven Gold Monitor awards, highest number and one Bronze out of nine total categories
- **Credit.com:** "Best Cash-Back Credit Card in America"
- **ETF.com:** "Best Online Brokerage for ETF Investors"

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- **Harris Poll EquiTrend Study:** "Discount Brokerage Brand of the Year 2014 "
- **J.D. Power 2014 Investor Satisfaction Study:** highest ranked firm in 2014 U.S. Full Service Investor Satisfaction
- **StockBrokers.com 2014 Online Broker Review:** second place overall and Best in Class in five categories

In [*Barron's 2014 Online Broker Review*](#), Fidelity earned high marks for its research, portfolio analysis and mobile offerings. The review compares 20 online brokerage firms across seven categories. Fidelity's highest marks were received in the "Research Amenities" category where it earned 4.8 out of five stars.

Barron's also provided a breakout of top five firms within certain categories; Fidelity was recognized as being among the leaders in the categories of Best for International Traders, Best for Long-Term Investing, Best for Novices and Best for In-Person Service. The author of the report, Theresa W. Carey, went on to report that "[Fidelity] has seriously beefed up its options analysis and trading tools."

[*Compuware*](#) honored Fidelity as a Best of the Web Silver Award winner, ranking it among the top brokerage firms in delivering superior mobile and web performance to customers in 2013. In the past five years of Best of the Web studies, Fidelity has won four Gold Awards and one Silver Award. The brokerage firm rankings are based on Compuware's "Generate Order Transaction" benchmark, in which Fidelity's average response time was 2.8 seconds, fastest in the industry.

[*Corporate Insight's eMonitor Awards*](#) gave Fidelity seven 2013 Gold Monitor Awards for Account Information, Education Center, News and Research, Online Documentation, Online Help, Tools and Calculators, and Product Range. Overall, Fidelity's seven Gold Monitor Awards were the most gold awards of any brokerage firm.

[*Credit.com*](#) named the Fidelity Investment Rewards American Express Card as the "Best Cash-Back Credit Card in America." Credit.com looked at total fees, perks and the overall rate of return as a percentage of spending to determine the winner, and Fidelity's two percent cash back was specifically mentioned as the leading reason for its win.

[*ETF.com*](#), a leading ETF research firm, named Fidelity the Best Online Brokerage for ETF Investors, noting the recognition is a "a tangible marker of a multi-year effort that has seen the build out of an online ETF Research Center, a partnership with iShares and the launch of the SelectCo sector ETFs." The ETF.com award considers a range of factors, including Commission-Free Trading Options, Education Materials, Supporting Services and more.

The [Harris Poll EquiTrend \(EQ\) Study](#) selected Fidelity as the “Discount Brokerage Brand of the Year” for 2014, a new category for the EQ Study this year. The study measures brand equity from among more than 1,500 companies across 170 categories on the Harris Poll EquiTrend Brand Equity Index and ranks them based on the strength of the brands’ connections with consumers. The study is comprised of three key factors: Familiarity, Quality and Purchase Consideration.

The [J.D. Power 2014 Investor Satisfaction Study](#) ranks Fidelity highest overall for U.S. Full Service Investor Satisfaction in 2014. Based on J.D. Power’s 1,000-point index for full service investment firms, the respondents gave Fidelity the highest average satisfaction rating of 842, while the industry averaged a rating of 807. The recognition also gave Fidelity a five-circle rating on JDPower.com, the highest possible score in its Power Circle Ratings for consumers.

[StockBrokers.com](#) ranked Fidelity first in Customer Service and second overall in its 2014 Online Broker Review of 17 brokerage firms. Year over year, Fidelity moved up three spots overall in the 2014 review, and received Best in Class distinction in five categories: Research, Platforms & Tools, Investor Education, Customer Service, and Mobile Trading.

For more information on Fidelity’s brokerage services, please visit www.fidelity.com/trading, call 1-800-FIDELITY, or visit one of Fidelity’s 185 [Investor Centers](#) nationwide.

About Fidelity Investments

Fidelity Investments is one of the world’s largest providers of financial services, with assets under administration of \$4.7 trillion, including managed assets of \$1.9 trillion, as of April 30, 2014. Founded in 1946, the firm is a leading provider of investment management, retirement planning, portfolio guidance, brokerage, benefits outsourcing and many other financial products and services to more than 20 million individuals and institutions, as well as through 5,000 financial intermediary firms. For more information about Fidelity Investments, visit www.fidelity.com.

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Investing involves risk, including the risk of loss.

Options trading entails significant risk and is not appropriate for all investors. Certain complex options strategies carry additional risk. Prior to trading options, please read [Characteristics and Risks of Standardized Options](#), and call 800-343-3548 to be approved for options trading. Supporting documentation for any claims, if applicable, will be furnished upon request.

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