



FOR IMMEDIATE RELEASE:

Charon Planning Introduces 'Evolve Wellness' *New portfolio of wellness services to appeal to a diverse range of employers.*

Warrington, PA – April 7, 2011 – Charon Planning, an employee benefits consulting/brokerage firm and a wholly-owned subsidiary of National Financial Partners Corp., a leading provider of benefits, insurance and wealth management services, announced today that it has introduced Evolve WellnessSM, a suite of wellness services and products that are now available to its clients. The new three-tier program provides both turnkey and customizable wellness solutions that are based upon client-specific needs and objectives.

“We believe employer-sponsored wellness programs are a critical component of a contemporary benefits plan,” said Charon Planning Managing Director Chris Gavigan. “Evolve Wellness will not only give our clients another strategy to control costs, it will set the framework for a dynamic and valuable benefit they can offer their employees.”

Evolve Wellness provides employers with tools, materials and consulting services to implement and administer wellness programs. The three-tier approach of Evolve Wellness utilizes varying combinations of targeted information, screenings and assessments, workplace activities or ‘campaigns,’ and incentives to encourage employees to adopt healthy lifestyle behaviors or meet certain health goals. By promoting a healthier employee population, a successful wellness program can increase employee productivity, help individuals better manage chronic conditions and, potentially, lead to a reduction in medical plan utilization and claims.

“According to a *Wall Street Journal* report, 74% of health care expenses are related to five key chronic conditions, of which, 70% are the direct result of behavior and lifestyle choices, such as physical inactivity, poor diet and tobacco use,” noted Charon Planning Managing Director Larry Hager. “That is a huge excess of medical spending that is being driven by factors that can be changed. We developed Evolve Wellness as a strategic and comprehensive plan to help our clients take meaningful steps toward recovering those excess costs.”

Charon Planning Managing Consultant Marie Becker, who led the team responsible for the creation of Evolve Wellness added, “We recognize the fact that, for our clients, there is no ‘one-size-fits-all’ wellness solution. We built the tiers of Evolve Wellness in a progressive fashion, each requiring a greater level of commitment from both employee and employer.” Tier I is an easy-to-administer introduction to wellness that focuses on education and information and draws from Charon Planning’s library of educational fliers. Tier II introduces a ‘Know Your Numbers’ campaign and offers off-the-shelf activity modules designed to engage employees. This tier requires a strategic commitment of time and resources from an employer, as well as the support of its senior management. Tier III is designed for an organization that embraces wellness and has established a robust campaign. It is a results-oriented program that focuses on the integration of wellness and medical plan design, and holds employees accountable for their health choices through financial incentives.

“Whether a client is a newcomer to wellness or has had a program in place for many years - there is a tier of Evolve Wellness that will meet their needs,” said Ms. Becker.



About Charon Planning

Charon Planning is an employee benefit consulting and brokerage firm that designs, implements and manages benefit plans, such as health, dental, life and disability insurance, for employers. With a staff of nearly sixty five, Charon Planning develops cost efficient and effective benefit programs designed to attract, retain and reward high-quality employees at every organizational level. Charon Planning's technical, analytical and detail-oriented approach to year-round benefit consulting helps clients save time and money, while maximizing the value of their benefits for their employees. Charon Planning has achieved regional and national recognition, earning spots on *Inc.* magazine's and the *Philadelphia Business Journal*'s list of fastest growing companies. Charon Planning was also named to *The Philadelphia Inquirer* 'Top Workplaces 2010' and the *Philadelphia Business Journal* 'Best Places to Work' for the past four consecutive years (2007–2010). Charon Planning is a wholly-owned subsidiary of National Financial Partners Corp. For more information, visit www.charonplanning.com or www.evolvewithcharon.com.

About NFP

National Financial Partners Corp. (NYSE: NFP), and its benefits, insurance and wealth management businesses provide diversified advisory and brokerage services to companies and high net worth individuals, partnering with them to preserve their assets and prosper over the long term. NFP advisors provide innovative and comprehensive solutions, backed by NFP's national scale and resources. NFP operates in three business segments. The Corporate Client Group provides corporate and executive benefits, retirement plans and property and casualty insurance. The Individual Client Group includes retail and wholesale life insurance brokerage and wealth management advisory services. The Advisor Services Group serves independent financial advisors by offering broker-dealer and asset management products and services. In 2010 NFP was ranked as the ninth Top Global Insurance Broker by Best's Review; operated the third largest Executive Benefits Provider of nonqualified deferred compensation plans administered for recordkeeping clients as ranked by PlanSponsor; operated a top ten Independent Broker Dealer as ranked by Financial Planning and Financial Advisor; had four advisors ranked in Barron's Top 100 Independent Financial Advisors and is a leading independent life insurance distributor according to many top-tier carriers. For more information, visit www.nfp.com.

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