



BENJAMIN F. EDWARDS & CO.
INVESTMENTS *for* GENERATIONS

For more information, contact:
Margaret Welch at (314) 703-1215
margaret@mgwcommunications.com

10 South Brentwood Boulevard
Suite 100

Saint Louis, Missouri 63105

telephone 314-726-1600

facsimile 314-726-1601

benjaminfedwards.com

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BENJAMIN F. EDWARDS & CO. ADDS DECATUR TO GROWING LIST OF ILLINOIS BRANCHES

New location is company's fourth in Illinois and ninth in the country

ST. LOUIS (June 21, 2010) – Long-time financial consultants, Mary Kathryn “Kit” Paulin and Frances Ann Williams, along with five other financial services veterans, are establishing a Decatur office for the St. Louis-based brokerage firm, Benjamin F. Edwards & Co., company officials announced today. The new branch is the company’s fourth in Illinois and ninth nationally.

Previously, all seven had worked at the Decatur branch of Wells Fargo Advisors (formerly Wachovia Securities and A.G. Edwards).

Kit Paulin, co-branch manager in charge and vice president – investments, was first licensed in the securities industry in 1976. She has worked for the last 17 years at the Decatur location of Wells Fargo Advisors. She is a CERTIFIED FINANCIAL PLANNER™ and concentrates on retirement planning and executive services.

Williams is a 28-year industry financial services veteran and joined the Decatur office of A.G. Edwards in 1982. At the new firm, she continues to assist her clients with retirement issues and investing for income and holds the titles of co-manager and vice president – investments.

Peter J. Paulin returned to the securities industry in 2004 when he joined A.G. Edwards. In 2005, he earned the Accredited Asset Management SpecialistSM designation from the College for Financial Planning®. He and his wife, Kit, are known for the literary references that appear six times a week in the *Decatur Herald & Review* and also close out their popular morning market previews on WSOY-AM.

Melissa Watson joined the Decatur office of A.G. Edwards in 2005 after graduating from Millikin University. Active in community affairs, she holds the title financial consultant and earned an Accredited Asset Management SpecialistSM designation from the College for Financial Planning® in 2005.

Also joining the new office are Kathy Knecht, who will serve as operations manager; Janis Rhodes, a financial associate, will assist Kit and Pete Paulin with their client-service responsibilities; and Cheryl Hackett, who will serve as a financial associate and assist Williams.

“All of us have devoted our careers to helping our clients plan for a secure retirement, save to put loved ones through school, and pass their wealth on to succeeding generations,” said Kit Paulin. “Benjamin F. Edwards & Co. will give us the tools we need to continue to provide these important services, while also offering a client-friendly business model and Home Office support that enable us to assist our clients as they work toward achieving their financial goals and objectives.”

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Commitment to clients: Extending through generations

Putting clients first and providing financial services of value is not something new for Benjamin F. Edwards & Co. founder and Chairman Benjamin F. (Tad) Edwards IV. He was raised with these ideals.

He is the great-great grandson of Albert Gallatin Edwards, the founder of the venerable brokerage, A.G. Edwards, which served investors for more than 120 years before being acquired by Wachovia Securities in 2007. He is also the son of Benjamin F. Edwards III, who served as chairman of A.G. Edwards for almost 40 years and was known for his client-friendly business.

With a commitment to put clients first while adhering to the Golden Rule, Tad Edwards – a 30-year industry veteran in his own right – founded the new company, which he named after his father, Ben, in 2008. Since then, he has steadily added offices and financial professionals.

“We are looking to build new branches around strong industry professionals with high character and integrity who share our client-first approach. The seven individuals in Decatur exemplify this commitment,” said Tad Edwards. “Kit and Frances have been serving Decatur investors for years and they, along with their entire team, share our passion for client service and value our culture of mutual respect – all while having fun.”

Future growth

Although opening additional branches and adding financial consultants continue to be priorities for the firm, the company carefully examines a number of important factors before moving forward with a new office, Edwards added.

“When evaluating new locations we look at leadership, personal chemistry and the economics of the situation,” Edwards said. “To maintain our special culture, we need to grow prudently and open branches in middle-market and metro areas around financial professionals who are not only talented, but also share our commitment to client service and embrace our corporate ideals of integrity and mutual respect,” he said.

The new Decatur branch is located at 2884 North Monroe Street.

Tapping an industry leader: Pershing LLC

Pershing LLC, a BNY Mellon Company, provides operational and trading support for Benjamin F. Edwards & Co., along with some of the leading names in the industry. A financial services leader with over 70 years of experience and more than \$802 billion in client assets held in custody, Pershing also offers a comprehensive suite of investment solutions and services, including access to a broad selection of mutual funds and support for advisory programs. BNY Mellon is the world’s leading provider of securities services and a top, global asset management firm, with over \$22.4 trillion of assets in custody and \$1.1 trillion in assets under management.

“Relying on Pershing for back office support and outsourcing most of our technology activities, helps us streamline our operations and dedicate more of our Home Office resources to adding branches and serving our financial services professionals and their clients,” said Edwards. “Our Home Office is comprised of individuals who understand investing and client service because most of them worked at A.G. Edwards – many of them for more than 20 years.”

Including the new location, Benjamin F. Edwards & Co. employs more than 100 people in its Home Office and other branches.

SIPC and supplemental coverage available

Benjamin F. Edwards & Co. is a member of the [Securities Investor Protection Corporation \(SIPC\)](http://www.sipc.org), which protects securities customers of its members up to \$500,000 (including \$100,000 for claims for cash). An explanatory brochure is available upon request or at www.sipc.org. Pershing also provides additional coverage for eligible securities.

About Benjamin F. Edwards & Co.

With a tagline of “Investments for Generations” and a company logo anchored by the Edwards family crest, Benjamin F. Edwards & Co. is headquartered in St. Louis, Mo. In Illinois, in addition to Decatur, the company has branches in Peoria, Springfield, and Wheaton. Other branches are located in Springfield, Mo., White Plains, N.Y., Bluefield, Va., Madison, Wis., and Hamden, Conn. A subsidiary of Benjamin Edwards, Inc., Benjamin F. Edwards & Co. is a full-service brokerage and a Registered Investment Adviser offering a wide-array of financial products and advisory services to its clients and financial consultants. For more information about Benjamin F. Edwards & Co., please visit www.benjaminfedwards.com.

About Pershing LLC

Pershing LLC (member FINRA/NYSE/SIPC) is a leading global provider of financial business solutions to more than 1,150 institutional and retail financial organizations and independent registered investment advisors who collectively represent approximately five million active investors. Located in 20 offices worldwide, Pershing and its affiliates are committed to delivering dependable operational support, robust trading services, flexible technology, an expansive array of investment solutions, practice management support and service excellence. Pershing is a member of every major U.S. securities exchange and its international affiliates are members of the Deutsche Börse, the Irish Stock Exchange and the London Stock Exchange. Pershing LLC is a BNY Mellon company. Additional information is available at www.pershing.com.

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