



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

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**TWO ST. LOUIS-AREA FINANCIAL VETERANS JOIN
BENJAMIN F. EDWARDS & CO. CLAYTON OFFICE**

(ST. LOUIS, June 17, 2011) – John A. Hueseman and Larry D. Richardson, two long-time St. Louis area financial consultants, joined the Clayton branch office of Benjamin F. Edwards & Co. as vice presidents – investments, company officials announced today.

Previously, both worked at St. Louis area offices of Wells Fargo Advisors, Hueseman coming from that firm's Town and Country location, and Richardson moving from its Frontenac branch.

"We're thrilled to have both of these high-quality individuals on board with us," said Blake Dunlop, senior vice president, Clayton branch manager, and regional manager. "They are dedicated and experienced professionals who share our commitment to client-first service."

Hueseman began his financial services career in 1994 after serving in the U.S. Navy and working as a corporate executive. A graduate of the U.S. Naval Academy Class of 1978, he left the service in 1983 to join McDonnell-Douglas Corporation, and later moved to work for two firms in the advanced composite materials industry. He is also an honors graduate from Southern Illinois University – Edwardsville with a master's degree in business administration.

Richardson began his financial services career in 1983 and joined the Frontenac office of A.G. Edwards in 1987. During his nearly 25 years at the firm, Richardson not only worked advising clients as a financial consultant, but he also served for six years as a branch manager at one of the firm's St. Louis area offices. Active in civic and philanthropic affairs, Richardson serves on the board of trustees for Eden Theological Seminary and also on the board of directors for the St. Louis Black Repertory Theater. In addition, he works with the Cedric the Entertainer Foundation, the YWCA, and the United Negro College Fund (UNCF). Richardson earned his undergraduate degree from Washington University and his MBA from Webster University.

"With the addition of John and Larry, we have hired 10 financial consultants this year who are working out of existing locations," said Benjamin F. (Tad) Edwards IV, chairman, chief executive officer, and president of Benjamin F. Edwards & Co. "This is a positive for us in two ways – it enables us to better leverage our capital as we continue our efforts to add locations, and I also believe it shows that our special approach to investing and client service are resonating with our financial advisors and clients."

While quick to point out that the firm did not intend to add locations just to put pins on a map, Edwards also indicated that the firm continues to consider additional opportunities for branch location growth.

"We are going to go into mid- and metro markets that make sense for us economically and where we believe we have a strong nucleus of branch leadership," he added.

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. and was founded in 2008 by Benjamin F. (Tad) Edwards IV, the great-great-grandson of Albert Gallatin Edwards, the founder of brokerage firm A.G. Edwards. The firm employs 165 people company-wide and now has 16 offices in 10 states. In addition to Clayton, the company has branch offices in Danbury and Hamden, Conn.; Springfield, Mo.; Highlands, N.C.; White Plains, N.Y.; Atlanta, Ga.; Bluefield, Va.; Madison, Wis.; Mentor, Ohio; Wichita, Kan., and Peoria, Springfield, Decatur, Galesburg and Wheaton, Ill.

A subsidiary of Benjamin Edwards, Inc., Benjamin F. Edwards & Co. is a full-service brokerage and a Registered Investment Adviser, which offers 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.

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