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FOR IMMEDIATE RELEASE

Growth Continues at Benjamin F. Edwards & Co. *Names Rubenstein Chief Operating Officer; Opens Third Office in Arkansas and Adds Advisors to Illinois Offices*

(ST. LOUIS, September 12, 2016) – In addition to naming 30-year financial services veteran Douglas D. (Doug) Rubenstein to the position of chief operating officer (COO), officials with the financial services firm Benjamin F. Edwards & Co. also announced the opening of a new office in Jonesboro, Ark.

With two advisors, the Jonesboro location joins Berryville and Harrison as the firm's third office in Arkansas, bringing the company's total office count to 56 in 25 states. The company also added one advisor each to its existing offices in LaSalle-Peru and Naperville, Ill. Collectively, the four new advisors represent \$384 million in assets under management.

Rubenstein joined the firm in 2012 as director of capital markets and business strategy. In this role, he helped develop the company's long-term capabilities in equity syndicate and investment banking, as well as explore and implement firm-wide strategic initiatives. He is also a member of the firm's Executive Committee. In his new role as COO, Rubenstein will continue with his existing responsibilities, while also overseeing the alignment and prioritization of company initiatives.

"For four years, Doug has been a trusted partner and collaborator as we have worked together to explore and implement firm-wide strategies to ensure our ongoing growth, strength and competitiveness," said Benjamin F. (Tad) Edwards IV, founder, CEO and president of Benjamin F. Edwards & Co. "I will rely on him as COO even more to help me propel our firm forward, while also maintaining our special brand and culture of client-first service."

Previously, Rubenstein spent 25 years at A.G. Edwards, where he held a variety of positions in Equity Research and Investment Banking. Following this, he worked for Stifel Nicolaus Weisel where he led that firm's Real Estate investment banking practice as a managing director.

He received his M.B.A. from the John M. Olin School of Business at Washington University in St. Louis, and his Bachelor of Arts degree in Economics from Lake Forest College in Chicago.

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Joining the firm (by location) are the following:

Jonesboro, Ark.

Malcolm Andrew (Andy) Peeler, Senior Vice President – Investments: Peeler brings with him over 35 years of experience in the financial services industry, and concentrates on retirement and financial planning strategies.

Brian T. Erwin, Vice President – Investments: Erwin entered the securities industry in 1998, and concentrates on advisory portfolios, business owner services and estate planning strategies.

Both advisors are transferring from Stephens, Inc.

In addition, the firm announced the hiring of Cindy Lewis who will serve Peeler and Erwin as a senior registered financial associate and will assist with client service responsibilities.

LaSalle-Peru, Ill.

Kevin A. Skogsberg, Senior Vice President – Investments: Skogsberg is a 37-year financial services veteran, and concentrates on financial planning strategies and wealth management. He transfers from Stifel.

Making the move with Skogsberg is Julie L. Perez, who joins as a senior financial associate and will assist with client service responsibilities.

With the latest additions, total employment in the LaSalle-Peru office is seven, including four financial advisors. The LaSalle office opened in 2011.

Naperville, Ill.

Curtis Loveday, Financial Consultant: Loveday entered the securities industry in 1990, and concentrates on financial planning strategies. He transfers from Morgan Stanley.

The Naperville office, which opened in 2016, now employs a total of seven, including six financial advisors.

About Benjamin F. Edwards & Co.

With a tagline of “Investments for Generations,” Benjamin F. Edwards & Co. is headquartered in St. Louis, Mo. The firm was founded in 2008 by Benjamin F. (Tad) Edwards IV and currently has 56 branch offices in 25 states with more than 450 employees.

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, advisory and investment banking services to its clients and financial advisors. For more information about Benjamin F. Edwards & Co., please visit the firm’s corporate website, benjaminfedwards.com, GetInAtBenEdwards.com for advisors, or follow the company on [Twitter.com/GrowWithBFEC](https://twitter.com/GrowWithBFEC).

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