



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

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FOR IMMEDIATE RELEASE

BENJAMIN F. EDWARDS & CO. OPENS ITS FIRST BROKERAGE BRANCH

Hires two veteran financial consultants for Springfield, Mo. location

ST. LOUIS (August 17, 2009) – Michael Petiford and Tim Reese, two long-time Springfield, Mo., financial consultants, are joining Benjamin F. Edwards & Co., a new St. Louis-based brokerage firm. The new office – the broker-dealer’s first in the country – opened Monday and is located at Governor’s Row 1411 East Primrose, Suite A, which is in the heart of Springfield.

“We are excited to open our first office in Springfield and are thrilled to have two experienced financial service professionals like Michael Petiford and Tim Reese join us as co-managers,” said Benjamin F. (Tad) Edwards, chairman, chief executive officer, and president of Benjamin F. Edwards & Co. “We are confident that our firm and our client-first culture, which is built on trust, integrity and mutual respect, will appeal to investors in southwest Missouri.”

Tad Edwards, a 30-year financial services veteran with a family legacy of serving main street investors stretching back six generations, founded the privately-owned investment firm last year. He is the son of Benjamin F. Edwards III, the legendary former chairman and chief executive officer of A.G. Edwards, Inc., and the great-great-grandson of the company’s founder, Albert Gallatin Edwards.

Edwards intends to build his new firm on the philosophy of putting the firm’s clients first, employees second, and shareholders third – the client-centric business model advocated by his father, Ben, the man for whom the company is named.

Both Reese and Petiford joined Benjamin F. Edwards & Co. from the Springfield branch of Wells Fargo Advisors, (formerly Wachovia Securities and A.G. Edwards) where each has worked for more than 20 years.

Reese, who comes to the firm as a senior vice president investments and co-branch manager, is a magna cum laude graduate from Drury University in Springfield with a degree in economics and business administration. Following college, he accepted a position with R. Rowland and Company and then joined A.G. Edwards in 1987. Petiford received both his accounting degree and his MBA from Missouri State University. He also worked in public accounting as a CPA for three years prior to joining A.G. Edwards. He is a vice president investments and co-branch manager at Benjamin F. Edwards & Co.

“Joining Benjamin F. Edwards & Co. and being a part of a company that treasures our clients as much as we do is a wonderful opportunity,” said Tim Reese, senior vice president-investments and co-branch manager. “Tad and the Edwards family have a long and distinguished history in the financial services industry and we are looking forward to contributing to the next chapter of that history as part of Benjamin F. Edwards & Co.”

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Confident of a bright future at Benjamin F. Edwards & Co., both Reese and Petiford believe their clients will be pleased with the personalized attention and the array of products and services that the investment firm offers.

“Our clients are eager to work with a firm that understands client service and puts that ahead of everything else,” said Petiford. “Benjamin F. Edwards & Co. has the Home Office resources, technology platform and the assortment of investment products we need to help our clients meet their financial goals and objectives.”

Pershing LLC: A strong, reliable and strategic relationship

The company has contracted with Pershing LLC, a subsidiary of The Bank of New York Mellon Corporation, to provide trading and settlement services, operational support, and a recently enhanced technology platform for the company’s financial consultants.

In addition, Pershing provides a comprehensive suite of investment solutions and services, including a wide selection of mutual funds and support for advisory programs. Equity research and other specialized services will be made available through an assortment of strategic alliances that Pershing has with other third-party providers.

“We selected Pershing because they have a very strong and experienced management team, and a platform that has the global capabilities, resources, and operational support that our financial consultants need in order to provide our clients with comprehensive and innovative financial solutions,” said Edwards. “Comprised exclusively of veterans of A.G. Edwards with an average of 25 years experience, our Home Office team will act as intermediaries between Pershing and our financial consultants to ensure that our clients’ needs and service expectations are not only met but are consistently exceeded.”

Branch expansion plans

In addition to Springfield, the company is looking to expand to other areas of the country as opportunities present themselves and will be opening additional branches – including one in a major metro area – in the coming weeks.

“In today’s market climate we are confident that our client-first approach to investing will be attractive to financial consultants and investors and look forward to offering our special culture in other locations,” said Edwards. “We will grow in a careful and prudent manner and seek out financial consultants who share our passion for client service and our belief in the Golden Rule and treating others the way we want to be treated.”

SIPC and excess SIPC coverage available

Benjamin F. Edwards & Co. is a member of the Securities Investor Protection Corporation (SIPC), 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 in excess of SIPC limits for eligible securities of up to \$1 billion aggregate over all client accounts at Pershing LLC and its UK-based affiliate, Pershing Securities Limited, including up to \$1.9 million cash (per client).

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 is a full-service brokerage firm offering a wide array of products and services to its clients and financial consultants. A subsidiary of Benjamin Edwards, Inc., Benjamin F. Edwards & Co. is also affiliated with BFE Asset Management, Inc., a registered investment adviser.

About Pershing LLC

Pershing LLC (member FINRA/NYSE/SIPC) is a 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, a wide 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 subsidiary of The Bank of New York Mellon Corporation. Additional information is available at www.pershing.com.

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