



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

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FOR IMMEDIATE RELEASE

BENJAMIN F. EDWARDS & CO. LASALLE-PERU OFFICE ADDS FINANCIAL CONSULTANT

(ST. LOUIS, Nov. 18, 2011) – The LaSalle-Peru, Ill., office of brokerage firm [Benjamin F. Edwards & Co.](http://benjaminfedwards.com) is adding another financial consultant, company officials announced today.

Chad A. Steinbach, a financial advisor since 2004, joins Benjamin F. Edwards & Co. as a financial consultant. A graduate of Illinois State University with a bachelor's degree in finance and insurance, Steinbach also earned his ACCREDITED ASSET MANAGEMENT SPECIALIST™ designation from the College For Financial Planning in 2004. He also holds an associate's degree in applied science from Illinois Valley Community College. He is transferring from Wells Fargo Advisors.

“I am excited to be affiliated with Benjamin F. Edwards & Co., because this firm is as dedicated to my clients as I am,” said Steinbach. “It is a company that is committed to delivering quality financial advice with an outstanding assortment of products and services, in a “client-friendly” environment without quotas or corporate mandates.”

The addition of Steinbach brings total employment at the LaSalle-Peru office of Benjamin F. Edwards & Co. to four – three financial consultants and one assistant. The LaSalle-Peru branch is a satellite location of the company's office in Peoria.

“Chad is a wonderful addition to our office in LaSalle-Peru,” said Thomas R. Henrichs, senior vice president – investments and branch manager of the firm's Peoria office. “He has an outstanding track record of delivering the solid financial advice clients need, as well as the outstanding service clients expect. We're pleased to have him on board at Benjamin F. Edwards & Co.”

About Benjamin F. Edwards & Co.

With a tagline of “Investments for Generations” and a company logo anchored by the Edwards crest, Benjamin F. Edwards & Co. is headquartered in St. Louis, Mo. The firm 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.

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The firm has 21 offices in 14 states and employs 200, company-wide. In addition to the LaSalle-Peru location, the firm has Illinois offices in Peoria, Springfield, Decatur, Wheaton, and Galesburg. The firm also has offices in Danbury and Hamden, Conn.; Panama City, Fla.; Atlanta, Ga.; Wichita, Kan.; St. Louis and Springfield, Mo.; Edina, Minn.; Red Bank, N.J.; White Plains, N.Y.; Highlands, N.C.; Mentor, Ohio; Chattanooga, Tenn.; Tazewell, Va.; and Madison, Wis.

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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