



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

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FOR IMMEDIATE RELEASE

BENJAMIN F. EDWARDS & CO. OPENS NORTH CAROLINA BRANCH
Highlands, N.C., Office is the firm's 14th nationally;
Firm now has offices in eight states

(ST. LOUIS, December 6, 2010) – Steven R. Perry is bringing his 30-years of investment experience to Benjamin F. Edwards & Co. (www.benjaminfedwards.com) and establishing a Highlands branch for the St. Louis-based brokerage firm, company officials announced today. He joins the firm as a branch manager and vice president – investments. Also making the transition with him is Harriet Hamilton, who comes aboard as a registered financial associate.

“We are thrilled to be a part of such an exciting and dynamic financial services organization,” said Perry. “Not only does the firm offer a competitive assortment of financial services and products, but most importantly, the firm’s objective of providing clients with outstanding service and support, fits nicely with the approach I have relied on for 30 years.”

Perry entered the financial services industry in 1980 when he helped start the Montgomery, Ala., office of A.G. Edwards, where he quickly rose through the ranks and served as an assistant manager. In addition to his client responsibilities, he worked with the office’s new financial consultant trainees and the product providers who called on the office.

In 1998, Perry relocated to Highlands, N.C., where he opened an A.G. Edwards office. Later, Harriet Hamilton joined him in 2005 to assist him with client service. In 2007, the firm was acquired by Wachovia Securities, which is now Wells Fargo Advisors.

“We are extremely pleased to bring aboard such an established industry veteran like Steve Perry to anchor our presence in Highlands,” said Benjamin F. Edwards IV, chairman, chief executive officer and president of Benjamin F. Edwards & Co. “His 30 years of experience will be a big asset for us as we work to develop the office and continue to add locations to our branch network across the country.”

The new location in Highlands is the firm’s 14th in the country, and brings North Carolina onto the list of states – now eight – where the company has branch office operations. With today’s opening, the company has 44 financial consultants and 134 employees overall.

Tad Edwards founded the firm in 2008 and named it after his father, Benjamin F. Edwards III, the long-time chairman of A.G. Edwards. Relying on the time-tested values his father instilled in him of putting clients first, employees second, and shareholders third, Tad Edwards is committed to adding middle-market and metro locations where the firm can build around established talent.

“We won’t add locations just to put pins on a map,” said Edwards. “We want to open offices and build around successful individuals with leadership talent, strong character, and a desire to put clients first.”

Pershing LLC: A Valued Resource

Helping the firm stay focused on attracting talent and providing superior client service is the fact that it outsources most of its technology support and relies on Pershing LLC, a BNY Mellon Company, for back office and trade processing support.

A financial services leader with over 70 years of experience and more than \$770 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 \$24.4 trillion of assets in custody and \$1.14 trillion in assets under management.

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 addition to the office in Highlands, the firm has five offices in Illinois located in Decatur, Peoria, Springfield, Wheaton and Galesburg; other branches are located in Springfield and St. Louis, Mo., White Plains, N.Y., Bluefield, Va., Madison, Wis., Hamden and Danbury, Conn.; and Atlanta, Ga.

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 21 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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