



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

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Benjamin F. Edwards & Co. Continues To Focus on Organic Growth *Company adds financial consultants in East Coast and Midwest offices*

(ST. LOUIS, September 30, 2013) – Company officials for brokerage Benjamin F. Edwards & Co. announced today the addition of five highly-experienced financial consultants in four of their existing locations – Woodstock and O’Fallon in Illinois and Northfield and Red Bank in New Jersey.

“We are excited about the growth we’ve enjoyed thus far in 2013, and we are also continuing to focus on attracting to our existing offices top advisors who share our commitment to client-first service,” said Benjamin F. (Tad) Edwards IV, founder, chairman and CEO of Benjamin F. Edwards & Co. “Our branch managers are working to get the word out to advisors in their communities about the qualities and attributes that set Benjamin F. Edwards & Co. apart.”

In addition, to the firm’s adherence to its client-first philosophy, Edwards pointed to the firm’s extensive product and service line-up, its embrace of mobile technology, and its entrepreneurial culture as examples of some of the attributes that distinguish the firm in the current competitive environment.

The individuals who recently joined the aforementioned branch locations are:

Woodstock, Illinois

Brian Reilly, Senior Vice President-Investments: A veteran of the financial services industry, Reilly brings more than 40 years of experience to Benjamin F. Edwards, having started his career in 1969 at Merrill Lynch, after serving in the military.

David Reilly, Financial Consultant: Reilly joined the financial services industry in 2004 and formed the Reilly Team with his father, Brian, in 2007.

O’Fallon, Illinois

Marcy Pinnell, AAMS[®], Vice President – Investments: After years as an entrepreneur and small business owner, Pinnell moved into financial services in 2000. She joined Edwards Jones as a financial advisor and established an office in Maryville, Ill., which served her clients throughout Madison County. She also earned her Accredited Asset Management SpecialistSM(AAMS[®]) certification. In 2010, she added regional leader to her list of responsibilities, which included training, mentoring and recruiting responsibilities for the region and 40 to 45 advisors. At Benjamin F. Edwards & Co., Lea Ann Bollinger is assisting Pinnell as a senior financial associate. She and Pinnell worked together at Edward Jones for 12 years.

Pinnell and Bollinger will eventually anchor a new Edwardsville, Ill. location for Benjamin F. Edwards & Co.

Red Bank, New Jersey

William Jasionowski, CFP[®], Financial Consultant: After working as an accountant and comptroller, Jasionowski began his career in the brokerage industry almost 20 years ago.

Northfield, New Jersey

David J. Karp, Senior Vice President-Investments: Karp brings more than 30 years of securities industry experience. Joining with Karp is Vicki Winterbottom, a senior registered financial associate.

With the exception of Marcy Pinnell and Lea Ann Bollinger, who moved from Edward Jones, all of the advisors transferred from Wells Fargo Advisors.

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 and currently has 34 branches in 17 states and more than 300 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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