



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

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Brokerage Benjamin F. Edwards & Co. Brings Its Client-First Operating Principles to Springfield Investors
Office is the firm's second in the Land of Lincoln

ST. LOUIS (February 17, 2010) – Today officials at Benjamin F. Edwards & Co. announced the opening of its second Illinois office in Springfield and the hiring of eight financial services professionals. The new office, which is the St. Louis-based brokerage firm's sixth, will be led by Craig Schermerhorn, a long-time Springfield financial consultant who joins as the branch manager and managing director – investments.

Chairman and Chief Executive Officer Benjamin F. (Tad) Edwards IV started Benjamin F. Edwards & Co. in 2008 after a distinguished 30-year career at A.G. Edwards, the firm founded by his great-great-grandfather, Albert Gallatin Edwards.

The Edwards family has strong ties to Springfield and the Lincoln legacy

Albert Gallatin Edwards' elder brother, Ninian W. Edwards, was a highly-regarded Springfield resident and one of the famous "long nine," along with Abraham Lincoln. In 1839, Ninian and his wife, Elizabeth Todd, introduced Abraham Lincoln to Elizabeth's sister, Mary, and three years later the couple married in the Edwards' Springfield parlor.

Now Edwards family descendant Tad Edwards is introducing Springfield to Benjamin F. Edwards & Co., a brokerage firm that relies on strong personal relationships to help its clients achieve their financial goals and objectives. Adhering to a philosophy that strives to put clients first, employees second, and shareholders third (all while having fun), Edwards named the company after his late father, Benjamin F. Edwards III, who guided A.G. Edwards for nearly 45 years and who was known for – and popularized – these client-friendly ideals.

"This group represents all of the qualities we are looking for in our financial consultants – integrity, strength of character and a passion for helping clients – and also embrace our guiding principles," said Edwards. "Based on everything I have seen and heard, our clients have been – and continue to be – wonderfully supportive of our new firm. I believe this talented team of professionals in Springfield, Ill. will enjoy similar success."

An experienced team

Schermerhorn brings with him nearly 35 years of industry experience and is a Certified Financial Planner® (CFP®). Most recently he worked at Wells Fargo Advisors, having started his career in 1976 at A.G. Edwards. In 2008, Wells Fargo Advisors acquired Wachovia Securities, which had previously purchased A.G. Edwards in 2007. Also making the move with Schermerhorn to Benjamin F. Edwards & Co. are the following:

David Brumme – Having joined A.G. Edwards in 1988 after a brief tenure at another firm, Brumme has 25 years of financial services experience. He signs on at Benjamin F. Edwards & Co. as a vice president - investments.

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Mike Dunlap – Dunlap obtained his CPA designation in 1972 and spent 30 years in public and corporate accounting. He moved to A.G. Edwards (now Wells Fargo Advisors) in 1999, and joins Benjamin F. Edwards & Co. as a financial consultant.

Tom Pape – After a 14-year career in state and local government and politics, Pape joined A.G. Edwards in 1986. At Benjamin F. Edwards & Co., Pape holds the title vice president – investments.

Kathy Nash and Denise Edwards are coming aboard as financial associates and will assist Schermerhorn with his client service responsibilities. Susanna Voights also joins as a financial associate, while Sonia Royer will serve as an operations specialist.

“All of us are excited to be working again for the Edwards family and being a part of this exciting endeavor,” said Schermerhorn. “We very much look forward to introducing Benjamin F. Edwards & Co. to our clients and demonstrating how the company’s guiding philosophy of putting clients first and its outstanding mix of financial products and services can help Springfield investors achieve their financial goals.”

Tapping an industry leader: Pershing LLC

Through Pershing LLC, Benjamin F. Edwards & Co. offers a comprehensive suite of investment solutions and services, including access to a broad 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.

Pershing LLC, a financial services leader with over 70 years of experience and more than \$700 billion in client assets held in custody, also provides Benjamin F. Edwards & Co. – along with some of the leading names in the industry – trading, settlement and operational support. Its parent company, BNY Mellon, is the world’s leading provider of securities services and a top, global asset management firm, with over \$22.1 trillion of assets in custody and \$966 billion in assets under management.

“Having Pershing provide back office support, while also outsourcing our technology operations, enables us to devote a greater amount of our resources to developing our branch system and hiring experienced Home Office professionals who are steeped in our client first culture,” said Edwards. “Our Home Office personnel act as liaisons between Pershing and our financial consultants. That way our financial consultants can focus on what really matters – providing superior service to our clients,” said Edwards.

All of the company’s full-time Home Office employees are veterans of A.G. Edwards and have, on average, 25 years of experience, Edwards added.

Future growth

Edwards plans to continue building the company’s branch development efforts around experienced financial services talent in middle market and major metro areas.

“Our growth plan is not about putting pins on a map,” said Edwards. “Instead, it’s about building branches around individuals with high character who share our passion for client-first service and who strive to provide clients with the superior financial advice they deserve.”

SIPC and supplemental coverage available

Benjamin F. Edwards & Co. is a member of the [Securities Investor Protection Corporation \(SIPC\)](http://www.sipc.org), 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 for eligible securities.

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 Springfield, Ill., the company has branches in Springfield, Mo., White Plains, N.Y., Peoria, Ill, Bluefield, Va., and Madison, Wis. The firm is a full-service brokerage firm offering a wide array of financial 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. 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 20 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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