



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

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FOR IMMEDIATE RELEASE

**Brokerage Firm Benjamin F. Edwards & Co.
Adds Rubenstein to Head Capital Markets and Business Strategy Initiatives**

(ST. LOUIS, July 10, 2012) – Douglas D. Rubenstein, a 30-year securities industry professional, has joined the St. Louis-based brokerage [Benjamin F. Edwards & Co.](http://benjaminfedwards.com) as a senior vice president and director of capital markets and business strategy, company officials announced today.

In the newly-created position, Rubenstein joins the firm’s management team and will help guide the company’s corporate strategy and develop the company’s long-term capabilities in equity syndicate.

Rubenstein moves to Edwards from Stifel Nicolaus Weisel where he led that firm’s Real Estate investment banking practice as a managing director. Previously, he spent 25 years at A.G. Edwards, where he held a variety of positions in Equity Research and Investment Banking. As a banker for A.G. Edwards, Rubenstein served as a member of the Mergers and Acquisitions practice, led the development of the company’s Financial Institutions practice, and led the Real Estate investment banking practice.

He received his M.B.A. from the John M. Olin School of Business at Washington University in St. Louis, and his Bachelor of Arts degree in Economics from Lake Forest College in Chicago.

“Bringing someone with Doug’s years of experience will be a real asset for us as we continue to broaden our national footprint and add talent,” said Benjamin F. (Tad) Edwards IV, founder, chairman, chief executive officer, and president of Benjamin F. Edwards & Co. “He knows the value of our collaborative, client-first culture and shares our passion for independence. As important, he understands how these qualities make us a compelling destination for advisors who want to concentrate on serving their clients in a dynamic and entrepreneurial environment.”

In addition to his professional responsibilities, Rubenstein proudly served on the board of Life Skills for 16 years, including a term as board chair. Currently, he is a trustee for Whitfield School in St. Louis.

“I’m excited to join the team as we continue to grow our presence and expand in the competitive financial services arena,” said Rubenstein. “I am confident this firm has the intellectual capital, depth of products and services, and the commitment to clients that investors are looking for today, and I look forward to helping evaluate additional opportunities and further build out our capabilities in these and many other areas.”

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. Currently, the firm has 24 branches in 15 states and more than 200 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 and advisory services to its clients and financial consultants. For more information about Benjamin F. Edwards & Co., please visit www.benjaminfedwards.com and follow the company on Twitter ([@GrowWithBFEC](https://twitter.com/GrowWithBFEC)).

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