



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

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## FOR IMMEDIATE RELEASE

### **Benjamin F. Edwards & Co. Expands its Presence in New Jersey** *Company adds a third location in the state by opening in Morristown*

(ST. LOUIS, July 8, 2013) – Company officials for brokerage [Benjamin F. Edwards & Co.](http://Benjamin F. Edwards & Co.) announced today the opening of the Morristown, New Jersey branch. This will mark the firm’s third location in New Jersey, joining Red Bank and Northfield. It is the company’s 34<sup>th</sup> branch nationally.

“We are thrilled to add yet another location in New Jersey and these four distinguished professionals who share our client-first approach,” said Benjamin F. (Tad) Edwards IV, founder, chairman and CEO of Benjamin F. Edwards & Co. “Morristown is the eighth office we’ve added this year, which is the most we’ve opened in a six month period since we started establishing branches nearly four years ago.”

According to Edwards, advisors are recognizing the power of the firm’s entrepreneurial business model for the branch development activity. “Our flexible business model gives us the ability to react swiftly to take advantage of competitive opportunities,” said Edwards. “This, combined with our robust assortment of products and services, our cherished independence, and our abiding adherence to our client-first philosophy make Benjamin F. Edwards & Co. a compelling option for advisors and clients alike.”

Joining the firm’s new Morristown location are the following four advisors:

**Charles A. Pascarella, CFP®**, **Managing Director – Investments, Branch Manager:** A 40-year veteran of the financial services industry, Pascarella joins as branch manager and anchors the Pascarella Wealth Management Group.

**Andrea (Andee) M. Shenocca, Senior Vice President – Investments:** Shenocca joins the branch with more than 30 years of securities industry experience. She and Charles Pascarella formed the Pascarella Wealth Management Group in 1993.

**Philip C. Pascarella, CRPS®**, **Financial Consultant:** Pascarella has been in the financial services industry for more than 20 years, including time spent at Fidelity and Bank of America. In 2007, Pascarella joined the Pascarella Wealth Management Group. He also earned his Chartered Retirement Plan Specialist (CRPS) certification in 2005.

**Vincent J. Egan, AAMS®**, **Financial Consultant:** Egan started in the financial services industry in 2001, after a 20-year corporate career with electronics companies such as Sony, Lucent and Motorola.

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All of these individuals are joining the firm from Wells Fargo Advisors.

Lenny Mandel, who joined the firm's Red Bank office in February, is also moving to the Morristown location.

**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, with the Morristown addition, the firm has 34 branches in 17 states and nearly 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 and advisory services to its clients and financial consultants. For more information about Benjamin F. Edwards & Co., please visit the firm's corporate website, [benjaminfedwards.com](http://benjaminfedwards.com), [GetInAtBenEdwards.com](http://GetInAtBenEdwards.com) for advisors, or follow the company on [Twitter.com/GrowWithBFEC](https://twitter.com/GrowWithBFEC).

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