



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

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**Brokerage Firm Benjamin F. Edwards & Co. Adds Second Office in Ohio;
Opens Office In Columbus with Three Financial Professionals**
LaSalle-Peru, Ill. office also adds a financial consultant

(ST. LOUIS, March 26, 2012) –Columbus, Ohio is the site of the newest [Benjamin F. Edwards & Co.](http://benjaminfedwards.com) branch, company officials announced today. The new office is located in the suburban community of Worthington. It is the firm’s second location in the “Buckeye” state. The first is in the Cleveland suburb of Mentor.

The new branch employs three individuals representing more than 65 years of combined experience. All are transferring from Wells Fargo Advisors. Joining the new Benjamin F. Edwards & Co. Columbus location are the following:

Daniel R. LaMacchia, CFP®, Vice President – Investments: LaMacchia started his financial services career in 1984 and worked as a principal bond trader. He also successfully completed the Securities Industry Institute at the Wharton School of Business at the University of Pennsylvania. He joined A.G. Edwards in 1996 and earned his CERTIFIED FINANCIAL PLANNER™ certification and was named a FINRA arbiter in 2007. LaMacchia concentrates on helping his clients generate portfolio income by incorporating tax-free investments and other solutions into his clients’ financial plans.

Paul S. Kosling, Financial Consultant: Kosling brings with him more than 25 years of financial services industry experience, having started his career at A.G. Edwards in 1984. He relies on strategic asset allocation to help minimize risk while managing portfolio returns for his clients.

Sherry Daniels, who has 15 years of experience in the financial services industry, is also joining the Benjamin F. Edwards & Co. Columbus office as a registered financial associate. She will assist LaMacchia and Kosling with their client management responsibilities.

“We’re excited to offer central Ohio investors the opportunity to experience our client-first investment approach and top-notch client service that sets us apart in the competitive financial services marketplace,” said Benjamin F. (Tad) Edwards IV, founder, chairman, CEO, and president of the firm. “All three of these individuals bring with them years of financial services experience and share our client-first business philosophy.”

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Focus on adding personnel at existing locations and opening new branches

In addition to the Columbus opening last month, the firm's LaSalle-Peru, Ill., office added David Claggett, an industry veteran with more than 20-years of investment experience. He joined A.G. Edwards in 1991 and nine years later he helped open the firm's office in LaSalle-Peru. He signed on at Benjamin F. Edwards & Co. as a vice president – investments.

“Opening branches is always exciting, but adding qualified financial consultants to an existing location is equally important,” said Edwards. “We welcome all of these individuals to the firm.”

Edwards emphasized that the firm continues to look for individuals who share the company's client-first philosophy and want to work in an entrepreneurial environment that emphasizes trust, integrity and mutual respect.

“Trust is the foundation of a successful advisor-client relationship, and we have structured Benjamin F. Edwards & Co. to provide maximum support,” said Edwards. “Not only do we have a competitive assortment of products and services, but we also give our advisors the objectivity and freedom to work with their clients as they see fit – without sales quotas, product minimums, or call centers.”

Reliance on third-party service providers helps keep overhead in check

Edwards also stressed that advisors are impressed with the firm's line up of products and investment services, as well as its top-notch technology and back office support.

“Advisors like our scalable, robust technology platform, which is comprised mostly of top-notch third-party solutions from partners like Pershing LLC. The fact that we aren't hindered with legacy systems and high, fixed-overhead costs like many full service broker-dealers is a distinct advantage,” said Edwards. “Our strategic partners can accommodate our growth, yet we pay only for the services we use.”

Another benefit is the ability to add technology enhancements quickly. “Our use of third parties is also a cost-effective way for us to stay current with the ever-changing regulatory picture,” said Edwards. “We stay in compliance as our partners make the necessary investments and adjustments to *their* systems.”

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. 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 23 branches in 14 states, and employs more than 200 people.

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.

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