



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

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FOR IMMEDIATE RELEASE

BENJAMIN F. EDWARDS & CO.: BRANCHES IN RED BANK, N.J., AND PANAMA CITY, FLA., EACH ADD AN ADVISOR

(ST. LOUIS, January 17, 2012) – Officials with St. Louis-based Benjamin F. Edwards & Co. announced that its Red Bank, N.J., and Panama City, Fla., offices each added one financial consultant today. The new hires come fast on the heels of last week’s transfer of six financial consultants to the firm’s newly opened O’Fallon, Ill., branch office.

“Bringing on eight talented financial advisors in less than a week is exciting for all of us at Benjamin F. Edwards,” said Benjamin F. (Tad) Edwards IV, chairman and CEO of the brokerage. “It is another reminder that our client-centric culture, our breadth of products, and our ability to complete these transfers smoothly makes an attractive combination for financial advisors and their clients.”

Joining Benjamin F. Edwards & Co. today are the following:

Red Bank, N.J.

Charles Blatz, Vice President – Investments: Open less than five months, the firm’s Red Bank, N.J., office is bringing aboard Charles Blatz, a financial services industry veteran with more than 30 years of experience. Blatz began his career in financial services at Merrill Lynch in 1980, moved to Prudential, and joined A.G. Edwards in 1990.

“Chuck is an outstanding professional who shares our commitment to delivering client-first service,” said Todd Leonhardt, senior vice president – investments and branch manager for the firm’s Red Bank location. “The perspective and insight Chuck brings to the table given his 30 years of experience will be an asset not only to his clients, but to our office and our firm.”

Panama City, Fla.

John Harris, Vice President – Investments: After a 30-year career as a civilian engineer with the U.S. Navy, Harris entered the securities industry in 1997 and helps his clients develop an investment approach that meets their current and future needs.

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“John has a real knack of getting to know his clients, understanding their needs, and working with them to create a personalized investment program that helps meet their objectives,” said Malissa (Libby) Romack, CFP®, Panama City manager and vice president – investments. “I have no doubt that he will continue to provide outstanding client service and will help us continue to boost the Benjamin F. Edwards & Co. presence in the Florida panhandle.”

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.

The firm has 22 offices in 14 states and employs more than 200 nationwide.

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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2012-0050
Exp. 1/12/2013