



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

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BENJAMIN F. EDWARDS & CO. OPENS IN NEW YORK

Establishes branch in White Plains, NY and hires four veteran financial consultants

ST. LOUIS (September 28, 2009) – Not even the “Great Recession” and unprecedented upheaval in the financial services industry can prevent [Benjamin F. Edwards & Co.](#) from introducing its client-first promise to investors in metro New York. Today company officials with the St. Louis-based brokerage announced the opening of its branch in White Plains, N.Y. – the second in the company’s system – and the hiring of four seasoned financial consultants who will work from the new location.

“We are pleased to welcome the outstanding financial consultants and staff to our new White Plains office and look forward to helping them service investors in the greater New York metropolitan area,” said Benjamin F. (Tad) Edwards, founder, chairman, chief executive officer, and president of Benjamin F. Edwards & Co. “With the opening of our second office, we believe we are well on our way toward our goal of offering client-focused financial services using a business model that relies on a culture of trust, integrity and mutual respect – all while having fun – to investors in major metro areas and middle market communities across the country.”

The objective of putting clients’ interests first and treating others the way they want to be treated is something that Tad Edwards knows well. Tad is a 30-year veteran of the financial services industry who has a family legacy of serving investors that stretches back six generations and spans 120 years. He is the son of Benjamin F. Edwards III, the legendary former chairman and chief executive officer of A.G. Edwards, Inc., and the great-great-grandson of that company’s founder, Albert Gallatin Edwards.

Tad Edwards established Benjamin F. Edwards & Co. last year, and he intends to adhere to a philosophy that puts the firm’s clients first, employees second, and shareholders third – the client-friendly business model advocated by his father, Ben, the man for whom the company is named.

“Having spent much of our careers at A.G. Edwards, working again at a firm headed by the Edwards family and one that shares our dedication to our clients is a bit like coming home for us,” said Neal Baumann, who joins Benjamin F. Edwards as co-branch manager and senior vice president - investments. “Adding to our enthusiasm is the fact that Benjamin F. Edwards & Co. has the depth of resources and the assortment of products and services we need to help our clients map out a financial approach that meets their goals and objectives.”

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Baumann brings with him nearly 25 years of experience in the financial services industry – including 17 years with A.G. Edwards/Wells Fargo Advisors. Wachovia Securities acquired A.G. Edwards in 2007 and was acquired by Wells Fargo Advisors in 2008.

In addition to Baumann, the following are also joining the Benjamin F. Edwards & Co. branch office in White Plains:

- **David T. Shipper** – Shipper has more than 35 years of experience serving clients. He joined the A.G. Edwards White Plains office in 1995 and now moves to Benjamin F. Edwards & Co. as a co-branch manager and vice president – investments.
- **The Condon Group** – Comprised of Thomas J. Condon and his son, Stephen M. Condon, the group specializes in cash flow retirement planning. Before joining A.G. Edwards in 1992, Tom Condon enjoyed a 25-year career in commercial banking, including 12 years at Citibank. Stephen joined A.G. Edwards in 2004 after a brief career in the United States Investigative Services. At Benjamin F. Edwards & Co., the senior Condon will be a managing director – investments, while Stephen will serve as an associate vice president – investments.

“We are confident that the steadfast and client-friendly corporate culture of Benjamin F. Edwards & Co. will appeal to our clients,” said David Shipper. “We are excited about this transition and look forward to introducing Benjamin F. Edwards & Co. to our clients and investors in the White Plains community and beyond.”

Pershing LLC: A strong, reliable and strategic relationship

Benjamin F. Edwards & Co. contracted with Pershing LLC, a BNY Mellon company, to provide trading and settlement services, operational support, and a recently enhanced technology platform for the company’s financial consultants.

An industry leader, Pershing has 70 years of experience providing operational support for some of the leading names in financial services. The company also offers a comprehensive suite of investment solutions and services, including a wide 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.

“We selected Pershing because they have a very strong and experienced management team, and a platform that has the global capabilities, resources, and operational support that our financial consultants need in order to provide our clients with comprehensive and innovative financial solutions,” said Edwards. “Our Home Office team, which is currently comprised exclusively of A.G. Edwards veterans each with an average of more than 25 years of experience, will act as intermediaries between Pershing and our financial consultants to offer a friendly service model that will help meet our clients’ needs and service expectations.”

Branch expansion plans

With the opening of its second branch in White Plains, the company continues to evaluate expansion opportunities in other major metro areas and in middle market communities and expects to add more locations before the end of the year.

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“In today’s market climate we are confident that our client-first approach to investing will be attractive to financial consultants and investors and we look forward to introducing this culture in other locations,” said Edwards. “We will grow in a careful and prudent manner and seek out financial consultants who share our passion for client service and our belief in the Golden Rule and treating others the way we want to be treated.”

SIPC and supplemental SIPC 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 of up to \$1 billion aggregate over all client accounts at Pershing LLC and its UK-based affiliate, Pershing Securities Limited, including up to \$1.9 million cash (per client).

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., and has branches in Springfield, Mo., and White Plains, N.Y. The company 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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