



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

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## **FOR IMMEDIATE RELEASE**

### **BENJAMIN F. EDWARDS & CO. CLEVELAND-AREA OFFICE ADDS VETERAN FINANCIAL CONSULTANT**

**(ST. LOUIS, October 28, 2011)** – The Mentor, Ohio, office of [Benjamin F. Edwards & Co.](http://benjaminfedwards.com), already one of the largest in the St. Louis brokerage firm’s branch network, added another financial consultant and financial associate to its ranks.

Joining the firm as a Branch Manager, Senior Vice President – Investments, Discretionary Portfolio Management is Peter Ferrante, who brings with him more than 20 years of financial services experience. Also coming aboard to assist Ferrante with his client service responsibilities is Michele Stevens, who has worked with Ferrante for more than a decade. She joins the firm as a senior financial associate.

Ferrante, a former CPA, entered the financial services industry in 1990 at A.G. Edwards. In 2005, he joined Legg Mason. When that firm was taken over in 2005, Ferrante moved to Wachovia Securities, which was acquired by Wells Fargo in 2007. He earned his Certified Financial Planner designation in 1993.

In addition to his branch and client management responsibilities, Ferrante will also continue his work in discretionary portfolio management using the Benjamin F. Edwards Private Portfolios advisory program. In that capacity, he works with his clients to develop an investment strategy and provides ongoing monitoring to ensure the portfolio holdings remain consistent with the client’s goals and objectives. Ferrante also works with his clients in a non-discretionary capacity and advises family and small businesses on financial matters, having been involved with his own family business, Ferrante Winery.

Active in community affairs, Ferrante is a co-founder and is involved with the Lake Geauga Fast Track 50 business recognition program, and also serves on the board of directors for the Lake County YMCA Central branch.

“We’re excited to have Peter and Michele on board at Benjamin F. Edwards & Co.,” said Benjamin F. (Tad) Edwards IV, founder, chairman, CEO and president of Benjamin F. Edwards & Co. “Peter’s deep experience in the industry and in discretionary portfolio management will be a real asset to us as we continue to grow and develop our resources in Ohio and across the country.”

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The firm, which Edwards founded in 2008, opened its Mentor office in January of this year with four financial consultants and four financial associates. Today, with Ferrante's addition, the office is home to seven financial advisors and four financial associates.

**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 21 offices in 14 states and employs 200, company-wide. In addition to the Mentor, Ohio, location, the firm has offices in Peoria, Springfield, Decatur, Wheaton, Galesburg, LaSalle-Peru, Ill.; Danbury and Hamden, Conn.; Panama City, Fla.; Atlanta, Ga.; Wichita, Kan.; St. Louis and Springfield, Mo.; Edina, Minn.; Red Bank, N.J.; White Plains, N.Y.; Highlands, N.C.; Chattanooga, Tenn., Tazewell, Va.; and Madison, Wis.

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