



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

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**BENJAMIN F. EDWARDS & CO. HIRES FINANCIAL SERVICES VETERAN
TO ADVISE ON BRANCH DEVELOPMENT**

Roger Buller joins firm and named to board of directors.

Company also adds Illinois satellite location and four financial professionals.

(ST. LOUIS, November 22, 2010) – Officials at Benjamin F. Edwards & Co. (www.benjaminfedwards.com) announced today that the firm hired Roger A. Buller of Wichita, Kan., as a senior vice president and regional manager. He has also been named to the Benjamin F. Edwards & Co. board of directors.

In his new role, Buller will advise management and offer insight on matters relating to the St. Louis-based financial services firm's branch development efforts and eventually oversee branches located in the southwestern and mid-central United States.

Buller began his financial services career in 1986 when he joined A.G. Edwards as a financial consultant. He was named branch manager of the firm's Wichita location in 1992. Previously, he served as a senior vice president and treasurer of a global farm equipment manufacturer in central Kansas.

Branch development is something Buller knows well. During his tenure as manager, Buller grew the branch from 13 financial consultants to more than 30 at its peak. His ability to nurture talent garnered the attention of the firm's senior management who tapped him to be a regional manager overseeing branch activities in eight states in 2005.

As a regional, he was responsible for the company's 64 offices and approximately 450 of the firm's financial consultants located in Kansas, Oklahoma, Nebraska, North and South Dakota, Minnesota, Iowa and Western Missouri. In addition, he worked extensively with the A.G. Edwards Training Department to develop and offer a training curriculum for new branch managers.

Two years later, after Wachovia Securities (now Wells Fargo Advisors) acquired A.G. Edwards, Buller became a regional president for the Southwest region of the combined firm. In that capacity, he was responsible for more than 110 branches located in Kansas, Oklahoma and Texas.

"We are fortunate to add Roger and his rich experience to our management team," said Benjamin F. (Tad) Edwards IV. "As a branch manager, his branch was consistently in the top 10 at A.G. Edwards in terms of revenues and profitability, and as a regional manager he did a wonderful job identifying and developing talent and bringing them along in this highly-competitive business. He will be a valued asset to us as we continue to give our financial consultants the tools and resources they need to serve our clients."

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Firm Adds Satellite Location and Two Financial Consultants to Existing Locations

Officials with Benjamin F. Edwards & Co. also announced today that the company added a satellite location in Galesburg, Ill., which is staffed by long-time financial advisor Jack Crock and Sandy Hillier. The new location is a satellite of the firm's existing Peoria branch.

Crock is a vice president – investments and Hillier is a senior registered financial associate. Both of them join Benjamin F. Edwards & Co. after long careers with Wells Fargo Advisors and its preceding entities. Crock served as the president of the Community Bank of Galesburg before moving to the brokerage industry in 1992.

The firm's Wheaton, Ill., location also hired Russell B. (Rusty) Hart as an associate vice president – investments. Hart, with more than 20 years of experience in financial services, worked since 2003 for A.G. Edwards (now Wells Fargo Advisors) as a financial advisor. Before moving into the brokerage business, Rusty traded bond futures and owned his own seat on the Chicago Board of Trade.

Also joining the firm at its Springfield, Ill., branch is Trevor Wallner, who comes aboard as a financial consultant, having worked previously at Wallner Associates Private Wealth Management. He joins Benjamin F. Edwards & Co. having earned his ACCREDITED ASSET MANAGEMENT SPECIALIST™ designation from the College for Financial Planning® and a certificate in financial planning from Florida State University.

“We're pleased to welcome each of these talented individuals to Benjamin F. Edwards & Co.,” said Edwards. “Each of them shares our commitment to putting clients first and serving them in a corporate culture characterized by mutual trust, integrity, and respect – all while having fun.”

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. In addition to the satellite in Galesburg, the firm has four other offices in Illinois located in Decatur, Peoria, Springfield, and Wheaton; other branches are located in Springfield and St. Louis, Mo., White Plains, N.Y., Bluefield, Va., Madison, Wis., Hamden and Danbury, Conn.; and Atlanta, Ga.

A subsidiary of Benjamin Edwards, Inc., Benjamin F. Edwards & Co. is a full-service brokerage and a Registered Investment Adviser offering 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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