



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

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Brokerage Benjamin F. Edwards & Co. Opens Office in Chicagoland *Wheaton office is company's third in Illinois*

ST. LOUIS (March 15, 2010) – Wheaton, Ill., a Chicago suburb, is the site of the newest Benjamin F. Edwards & Co. brokerage office, company officials announced today. The new location is the company's seventh and its third in Illinois. Joining the firm and working at the new location are seven experienced financial professionals.

Benjamin F. (Tad) Edwards IV, the company's chairman, chief executive officer, and president, founded the firm two years ago in the midst of the "Great Recession" and has been steadily adding locations and financial talent. Building a brokerage firm – even in the midst of such economic upheaval – is not unfamiliar to Edwards. It runs in the family. He is the great-great-grandson of Albert Gallatin Edwards, founder of the storied brokerage firm A.G. Edwards, and the son of Benjamin F. Edwards III, the legendary chairman who guided that company for more than 40 years as it developed its national footprint and reputation for client service.

"It's true that some questioned the wisdom of opening a full-service brokerage firm when many of the most familiar names on Wall Street were struggling, but I felt the timing presented opportunities for our special model that strives to put clients first, employees second, and shareholders third," said Edwards. "As it turned out, we've had lots of positive feedback from our clients who find our smaller, service-centric model appealing, and from financial consultants who want to get back to the basics of serving their clients in an entrepreneurial environment."

Since opening its first branch in August 2009, the firm has posted steady growth. Edwards stressed that company success will not be defined by the number of pins on a map or the total number of employees.

"We are interested in building branches in middle-market and metro areas around experienced and accomplished financial consultants who are a good fit and share our desire to do what's right for our clients," said Edwards. "The accomplished professionals in Wheaton fit this criteria and I know they are eager to demonstrate to their clients the benefits of working with Benjamin F. Edwards & Co.

All of the individuals joining the Benjamin F. Edwards & Co. Wheaton location are transferring from Wells Fargo Advisors (previously Wachovia Securities, which had purchased A.G. Edwards in 2007). Among those transferring to Benjamin F. Edwards & Co. is the Hanson-Fisher Wealth Management Group, which is dedicated to helping clients develop a comprehensive financial approach that addresses their long- and short-term financial needs. The group is comprised of the following individuals:

David W. Hanson, CFP® – With nearly 30 years of investment experience primarily at A.G. Edwards, Hanson joins his new firm as a managing director – investments and branch manager. He earned his CERTIFIED FINANCIAL PLANNER™ designation in 1982, and has Bachelor of Science degrees in Business Administration and Accounting from Augustana College in Rock Island, Ill.

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David B. Fisher, MBA – Fisher joined A.G. Edwards in 1998, after spending nearly 10 years at a Fortune 500 company – seven of those in corporate finance. He earned an advanced degree in economics and finance from the University of Chicago Graduate School of Business after receiving undergraduate and advanced engineering degrees from Iowa State University and the University of Texas at Austin. He will have the title managing director – investments at Benjamin F. Edwards & Co.

Brian D. VanderLugt, CRPC® – A graduate of Bethel University in St. Paul, Minn., with a degree in finance and marketing, VanderLugt joined A.G. Edwards in 2005. He also received his CHARTERED RETIREMENT PLANNING COUNSELOR™ designation from the College for Financial Planning in 2008. At Benjamin F. Edwards & Co. he will serve as a financial consultant.

Susan Hedman, Linda Sabo and Amy VanderLugt, have also moved to Benjamin F. Edwards & Co. and are providing sales support to the financial consultants in the Hanson-Fisher Wealth Management Group and their clients.

Jeff Wynsma, AAMS® – Also, transferring as a financial consultant to Benjamin F. Edwards & Co. from Wells Fargo Advisors is Jeff Wynsma. He joined A.G. Edwards in 2005 after 20 years as a market maker and trader on the trading floors of Chicago with experience in foreign currency, equity, and agricultural options. He received his Accredited Asset Management SpecialistSM designation from the College for Financial Planning and has degrees in economics and business administration from Hope College in Holland, Mich.

“Working again at a firm with the name ‘Edwards’ on the door is a wonderful opportunity for all of us and we are eager to introduce the company and its client-friendly approach to our clients,” said Hanson. “Benjamin F. Edwards & Co. has the breadth of financial products our clients need and the service and support they deserve.”

Working with an industry leader: Pershing LLC

Providing operational support is Pershing LLC, a financial services leader with over 70 years of experience and more than \$770 billion in client assets held in custody. The company provides Benjamin F. Edwards & Co. – along with some of the leading names in the industry – trading, settlement and operational support. Its parent company, BNY Mellon, is the world’s leading provider of securities services and a top, global asset management firm, with over \$22.3 trillion of assets in custody and \$1.1 trillion in assets under management.

Through Pershing LLC, Benjamin F. Edwards & Co. offers a comprehensive suite of investment solutions and services, including access to a broad 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.

Benjamin F. Edwards & Co. relies on Pershing’s monthly account statements which, for the second year in a row, received the number one ranking in the “12th Annual Trends and Best Practices in Investor Statements for the Brokerage Industry” survey released by DALBAR Communications. For the sixth consecutive time DALBAR ranked Pershing’s statements “excellent,” singling them out for their customization capabilities and the sequence and consistency of data.

SIPC and supplemental 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.

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 Wheaton, Ill., the firm has branches in Springfield and Peoria, Ill., along with locations in Springfield, Mo., White Plains, N.Y., Bluefield, Va., and Madison, Wis. The firm 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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