



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

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Benjamin F. Edwards & Co. Expands Presence in Florida By Adding Branch in Melbourne

Branches in Wheaton, Ill., Red Bank, N.J. and St. Louis, Mo. Also Add Advisors

(ST. LOUIS, February 11, 2013) – Brokerage Benjamin F. Edwards & Co. opened an office in Melbourne, Fla. with two financial advisors and two support professionals, company officials announced today. The new office marks the 28th branch opening for the company, and is the firm's second in Florida, joining Panama City.

Anchoring the Melbourne branch and transferring from UBS are the following four professionals who represent more than 85 years of combined industry experience:

Betsy Dickson, CFP[®], Managing Director – Investments: Dickson brings to the firm 27 years of experience in the securities industry, most recently at UBS. Prior to joining the securities industry in 1986, Dickson spent a decade teaching school.

Dawn Dickson, Associate Vice President – Investments: Dickson began her securities industry career in 1987 and partnered with her mother, Betsy Dickson, in 2003. She moved to UBS in 2007.

Also joining the Benjamin F. Edwards & Co. Melbourne office to help the Dickson's with their client service responsibilities are Jo-Ann LaPan and Michele Swope. LaPan joins the team as a Senior Registered Financial Associate and brings more than 30-years experience in the securities industry, while Swope, with seven years in the industry, joins the branch as a Financial Associate.

“This is an exciting time for our organization as we continue to grow our branch system and add quality professionals who share our commitment to putting our clients first,” said Benjamin F. (Tad) Edwards IV, founder, chairman, and CEO of the St. Louis-based brokerage firm. “These advisors bring many years of financial services experience and we are pleased to broaden our presence in the important Florida market.”

Company continues to focus on adding financial advisors at existing locations

In addition to the Melbourne branch opening, the firm's offices in Wheaton, IL, Red Bank, NJ, and St. Louis added financial advisors over the past several weeks. All are from Wells Fargo Advisors.

Wheaton, Ill. – Edward Meyer joined as an Associate Vice President-Investments and has 15 years of investment services experience.

Red Bank, N.J. – Lenny Mandel joined the Red Bank, NJ branch as Vice President-Investments. Mandel started in the securities industry in 1980.

Clayton, Mo. – Two advisors, Jeremy Jacobs and Zachary Dockman, also joined as financial consultants.

Advisor count now exceeds 100

These new hires, together with the Melbourne additions, means the firm’s advisor headcount now exceeds 100, a milestone for the firm that has been opening branches for more than three years.

“We’ve made a lot of progress because we offer the entrepreneurial environment advisors crave, the culture which emphasizes trust and integrity that they are looking for, and the competitive suite of products and services they need to serve their clients,” said Edwards. “This is a big industry, and I’ve long held there’s room for everyone, but I believe that our special qualities will continue to serve us well as we attract new talent, open new offices, and add talented advisors to our existing locations.”

According to Edwards, advisors coming to the firm have enjoyed the vast support of their clients, with client asset transfers exceeding industry averages.

“Our transition specialists are in the branch working one-on-one with new branch personnel – helping familiarize them with our products, services, and other aspects of the firm,” said Marty Altenberger, senior vice president and director of branch services. “Our specialists understand what a transferring advisor and their staff need to transition client accounts – whether it’s helping address a unique client situation or facilitating a company process, our team takes a hands on and personalized approach.”

The firm has the flexibility to quickly respond to advisor and client needs, Altenberger added. “We have quickly added money managers to our advisory platform to help satisfy a specific client interest, and never shy away from providing support at 10 a.m. – or 10 p.m. – via cell phone. Our people are ready to meet the needs of our advisors on our advisors’ terms,” Altenberger said.

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. Currently, the firm has 28 branches in 15 states, 65 Home Office employees, and more than 250 total employees.

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 benjaminfedwards.com and follow the company on [Twitter.com/GrowWithBFEC](https://twitter.com/GrowWithBFEC).

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