



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

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SENIOR ADVISOR JOINS DANBURY LOCATION OF BENJAMIN F. EDWARDS & CO.

ST. LOUIS (February 23, 2011) – Rick Balmaseda, a financial services veteran with nearly 30 years of experience, joined the Danbury branch of Benjamin F. Edwards & Co., the St. Louis-based brokerage, company officials announced today. He will hold the title of senior vice president – investments.

Throughout his career, Balmaseda has worked closely with his clients to establish investment plans that support his clients' goals and objectives, while also reflecting their tolerance for risk and other considerations.

“Rick is firmly committed to putting his clients' interests first, and we're so pleased to have him with us,” said Arnold H. Rozany, branch manager and senior vice president – investments. “He understands the importance of establishing relationships with clients that are based on trust, integrity, and mutual respect. In addition, his extensive experience in the industry will be an asset to all of us in the branch as we work to provide our clients with the advice and service they need to reach their financial goals.”

Balmaseda began his career in the financial services industry 30 years ago after graduating from Colgate University. He joined Prudential Securities in 1984, which was acquired by Wachovia Securities, and then acquired by Wells Fargo Advisors in 2008. He earned his CERTIFIED FINANCIAL PLANNER™ designation from the College for Financial Planning® in 1994. In addition, he holds the Accredited Estate Planner designation, which is administered by the American College and designed for financial professionals who meet stringent experience and education qualifications.

“A well-rounded investment program starts with understanding my client's unique needs and aspirations,” said Balmaseda. “While every circumstance is different, I try to sit down with my clients and look at their financial situation holistically and establish a realistic program that helps them meet their goals, often by offering ideas on helping them maximize their income.”

In addition to being an active member of the Western Connecticut Tax and Estate Planning Council, Balmaseda was included in the 1995-96 listing of “Who's Who in Finance and Industry.” He is also a member of the Ridgewood Country Club in Danbury.

His wife, Debbie, works for Century 21 in Ridgefield, Conn., and their son, Ricky, is a student at Syracuse University.

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With Balmaseda's addition, the Benjamin F. Edwards & Co. Danbury branch office now employs 12 financial professionals. Overall, the firm has 15 offices in nine states across the country, with 144 employees company-wide.

Founded in 2008, by Benjamin F. (Tad) Edwards IV, Benjamin F. Edwards & Co. continues to open branches and add financial advisors as strategic opportunities present themselves.

SIPC and supplemental coverage available

Benjamin F. Edwards & Co. is a member of the Securities Investor Protection Corporation (SIPC), 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 its Danbury and Hamden branch locations in Connecticut, the company has branch offices in St. Louis and Springfield, Mo.; Highlands, N.C.; White Plains, N.Y.; Atlanta, Ga.; Bluefield, Va.; Madison, Wis.; Mentor, Ohio; and Peoria, Springfield, Decatur, Galesburg and Wheaton, Ill. 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 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 21 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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