



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

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BENJAMIN F. EDWARDS & CO. OPENS OFFICE IN GREATER NEW HAVEN, CONN.
Hamden location is the St. Louis-based firm's eighth in the country

ST. LOUIS (June 1, 2010) – Brokerage firm Benjamin F. Edwards & Co. continues to add branches and personnel, opening an office and bringing aboard four financial consultants and two associates in Hamden, Conn., officials at the firm announced today. The new office is the St. Louis-based firm's eighth in the country and its first in Connecticut.

Leading the new office are two long-time Hamden financial professionals and experienced branch managers, Richard Pignone, who is the co-branch manager in charge and vice president – investments, and Kim Hurd, co-branch manager. Pignone has the knowledge and understanding acquired during his 40-year financial services career, while Hurd brings with her more than 20 years of experience. The two worked together at Smith Barney and later A.G. Edwards, which is now Wells Fargo Advisors.

“We were impressed with the firm’s broad assortment of products and services, and its commitment to provide quality service and to do what’s best for its clients,” said Pignone. “However, what sets Benjamin F. Edwards & Co. apart is its historic legacy and its dedication to treating others the way we want to be treated. We’re excited to be a part of this dynamic organization with its friendly and entrepreneurial spirit.”

Also joining Pignone and Hurd in the Hamden location are the following financial consultants:

Elizabeth McClelland, CFP® – With nearly 30 years in financial services, McClelland received her training at A.G. Edwards and spent her entire career with the firm and its succeeding entities (Wachovia Securities and Wells Fargo Advisors). She received her CERTIFIED FINANCIAL PLANNER™ designation in 2006 and currently concentrates on matters relating to retirement and financial planning, and managed money. At the new firm, she is a senior vice president – investments.

Mark Franco – Franco is also joining as a senior vice president – investments at Benjamin F. Edwards & Co. He has worked in the financial services industry for more than 15 years. He joined A.G. Edwards in 1995 after working briefly at another firm.

Also making the move to Benjamin F. Edwards & Co. is Gail Fortini, a senior financial associate, and Lisa Myer, a senior registered financial associate. Fortini will assist McClelland with her client service responsibilities, while Myer will help Franco.

“Living by the Golden Rule and striving to put our clients first are the ideals that all of us embrace at Benjamin F. Edwards & Co., including the team in Hamden,” said Benjamin F. (Tad) Edwards IV, founder, chairman and chief executive officer of the St. Louis-based brokerage firm. “When we make a business decision about a product or service, we always ask ourselves how it will affect our clients. This is what keeps us focused on what really matters – our clients and finding the tools and solutions necessary to help them reach their financial goals and objectives.”

For Edwards, a 30-year veteran of the securities industry, such talk of client service is not new. In fact, he was raised with it. His father, Benjamin F. Edwards III, was the long-time chairman of brokerage firm A.G. Edwards, and the man who was once singled out by an industry publication as a “champion for the client.” In addition, Albert Gallatin Edwards, the founder of A.G. Edwards, is Tad Edwards’ great-great-grandfather.

In 2008, Tad Edwards founded Benjamin F. Edwards & Co., a company he named for his father, Ben. He also relies on the time-tested values his father instilled in him of putting clients first, employees second, and shareholders third.

Tapping an industry leader: Pershing LLC

Pershing LLC, a BNY Mellon Company, provides operational and trading support for Benjamin F. Edwards & Co., along with some of the leading names in the industry. A financial services leader with over 70 years of experience and more than \$802 billion in client assets held in custody, Pershing also offers a comprehensive suite of investment solutions and services, including access to a broad selection of mutual funds and support for advisory programs. BNY Mellon is the world’s leading provider of securities services and a top, global asset management firm, with over \$22.4 trillion of assets in custody and \$1.1 trillion in assets under management.

“Having Pershing provide back office support, while also outsourcing almost all of our technology operations, enables us to devote a greater amount of our resources to developing our branch system and hiring experienced Home Office professionals who are steeped in our client first culture,” said Edwards. “Our Home Office personnel act as liaisons with Pershing for our financial consultants, which helps our financial consultants efficiently provide our clients the service and information they need,” said Edwards.

All but a handful of the company’s Home Office employees are veterans of A.G. Edwards and have, on average, more than 20 years of experience, Edwards added. Including the new Hamden location, the company currently has nearly 100 employees in its Home Office in St. Louis and the seven other branches.

Future growth

Branch development and adding financial consultants continue to be priorities for Edwards, but he places added importance on talent and a cultural fit, rather than on the number or location of branches.

“We want to build branches in middle market and major metro areas around individuals with integrity, who share our passion for client-first service, and who strive to provide their clients with the superior financial advice they deserve,” said Edwards. “We’re not going to add locations just to put a pin on a map.”

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 Hamden, Conn., the company has branches in Springfield, Mo., White Plains, N.Y., Bluefield, Va., Madison, Wis., and Peoria, Springfield, 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 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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