



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

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**FOR IMMEDIATE RELEASE**

## **BENJAMIN F. EDWARDS & CO. OPENS IN MADISON**

*Madison is company's fifth branch; two veteran financial professionals join*

**(ST. LOUIS, December 7, 2009)** – Sticking with its plan to build branches around proven investment talent, Benjamin F. Edwards & Co. opened an office today in Madison and brings aboard A. Paul Olsen, a 30-year financial services veteran to lead it, company officials announced today. At the new location, Olsen will assume the title of vice president – investments and will serve as the branch manager.

The new branch will be located at 440 Science Drive and is the company's first in Wisconsin and is the company's fifth in the country.

Olsen started his financial services career in 1980 at R.W. Baird in Madison. In 1996, he transferred to A.G. Edwards and, in 2001, was named the branch manager for the company's Madison location. In 2007, Wachovia Securities acquired A.G. Edwards, which was then acquired the following year by Wells Fargo Advisors.

"We're thrilled to have someone of Paul's caliber join us. His 30 years of experience will serve us well as we introduce our client-first approach to Madison-area area investors," said Benjamin F. (Tad) Edwards IV, chairman, chief executive officer, and president of Benjamin F. Edwards & Co. "Paul is a proven leader who strives to put his clients ahead of everything else, while also providing superior investment advice."

Also making the move to Benjamin F. Edwards & Co. is Melodie Ace, who joined Olsen at Wells Fargo Advisors in August 2009 after working for more than eight years at Northwestern Mutual Life. She will assume the title of registered financial associate and assist Olsen with his client responsibilities.

Benjamin F. Edwards & Co. was founded in 2008 by Benjamin F. (Tad) Edwards IV, the great-great-grandson of Albert Gallatin Edwards, the founder of A.G. Edwards, and the son of Benjamin F. Edwards III, A.G. Edwards' legendary chairman who popularized the company's client-centric business approach. Tad, a 30-year financial services veteran in his own right, named the new firm after his father, Ben, and pledged to adhere to the client-first philosophy that guided the firm bearing his family name for six generations and 120-years.

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“I treasured my years at A.G. Edwards, and I look forward to joining a firm that not only embraces the client-first approach, but also offers our clients the investment tools and services they expect and deserve,” said Olsen. “Both Melodie and I look forward to this next chapter in our careers and are confident that Madison investors will find Benjamin F. Edwards & Co. an appealing alternative in the competitive financial services marketplace.”

### **Branch expansion plans**

With five locations in place across the country, Benjamin F. Edwards & Co. will continue to expand opportunistically in major metro and middle market communities across the country, said Edwards.

“Going forward, we will continue to build locations around successful, quality individuals who have high-character and integrity,” said Edwards. “We don’t have growth targets or goals and will grow in a careful and prudent manner, while also attracting people who share our passion for client service – and having fun.”

Edwards also pointed out that the firm’s financial consultants are supported by a Home Office team currently comprised of A.G. Edwards veterans having an average of 25 years of experience with the firm. In addition, the company has contracted with Pershing LLC, a BNY Mellon company, to provide operational support, trading and settlement services, and a recently enhanced technology platform for the company’s financial consultants.

### **Pershing LLC: A strong, reliable and strategic relationship**

A leader in the financial services industry, Pershing has 70 years of experience providing operational support for some of the most widely-recognized names in financial services. The company also 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.

“We selected Pershing because they have a very strong and experienced management team, and a platform that has the global capabilities, resources, and operational support that our financial consultants need in order to provide our clients with comprehensive and innovative financial solutions,” said Edwards. “Our Home Office team will act as intermediaries between Pershing and our financial consultants to offer a friendly service model that will help meet our clients’ needs and service expectations.”

### **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](http://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 Madison,

the company has branches in Springfield, Mo., White Plains, N.Y., Peoria, Ill, and Bluefield, Va. The company 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](http://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](http://www.pershing.com).

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