



BENJAMIN F. EDWARDS & CO.
INVESTMENTS for GENERATIONS

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BENJAMIN F. EDWARDS & CO. OPENS BRANCH OFFICE IN WICHITA
First office in Kansas and 16th nationally

(ST. LOUIS, May 23, 2011) – St. Louis-based brokerage Benjamin F. Edwards & Co. (www.benjaminfedwards.com) opened a Wichita, Kan., location and is now ready to introduce area investors to its client-centric investment approach, company officials announced today. The new location is the company's 16th office in the country, and gives the brokerage a presence in 10 states.

Roger A. Buller, who joined the firm in October 2010, is branch manager of the new location and also intends to work with clients in the area. In addition to his role as a branch manager, Buller serves on the board of directors for the brokerage company and holds the title of senior vice president and regional manager. He will also continue to advise company management on branch development issues.

“We’re excited to officially open our Wichita office and I am thrilled to once again be working with clients,” said Buller. “This firm has the investment products and services our clients need – from the basic to the complex -- and also has the operational infrastructure in place to deliver on their pledge to offer top-notch client service.”

Joining Buller at the new office is Mohammad Awad-Eljied, who comes aboard as a financial consultant. Previously, Awad-Eljied worked for more than five years in a similar capacity for Edward Jones.

A native of Sudan, Awad-Eljied earned undergraduate degrees in economics and political science from the Sana’a University in Yemen. In 1990, he immigrated to the United States with \$1,000 in his pocket and the drive to achieve the American dream.

After nine months in New York, he moved west to Wichita where he worked at a local McDonald’s, becoming a manager in less than a year. During that time, Awad-Eljied also attended Wichita State University and added a master’s degree in economics and business management, along with a “mini” MBA, to his academic credentials.

Before entering the securities industry, Awad-Eljied worked in banking as a branch manager.

“I found the entrepreneurial atmosphere at Benjamin F. Edwards & Co. extremely appealing,” said Awad-Eljied. “Not only does the company offer the tools I need to help my clients reach their investment goals and objectives, but it is also a dynamic organization infused with a tradition of client service.”

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The new branch is located in Wichita at 10333 East 21st Street N. Its phone numbers are 316-315-0091, or toll free at 855-210-0500.

Company founder and chairman, Benjamin F. (Tad) Edwards IV, pledged to pursue a prudent and steady growth strategy when the firm opened its first branch office in August 2009. In the subsequent months, the firm has added 15 more locations -- including Wichita -- and now has a presence in 10 states. In addition, since the beginning of the year, the firm has added six financial consultants to branches already open.

“We want to grow in a smart fashion by adding financial consultants to existing locations and by adding offices and personnel when it makes sense – economically and culturally,” said Edwards.

Firm statistics

With the addition of Awad-Eljied in Wichita, the firm has 56 financial consultants, and total employment of 158 company-wide.

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. and 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. In addition to Wichita, the company has branch offices in Danbury and Hamden, Conn.; 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.

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