



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

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**TWO VETERAN FINANCIAL PROFESSIONALS JOIN
BENJAMIN F. EDWARDS & CO. HOME OFFICE STAFF**

(ST. LOUIS, May 3, 2011) – Peter A. Biebel and Kimberly S. Landry, two long-time St. Louis-area financial services professionals who collectively represent nearly 50 years of brokerage industry experience, recently joined the Home Office staff of brokerage firm Benjamin F. Edwards & Co., company officials announced today.

Biebel comes aboard as a vice president and products and projects analyst, while Landry joins as a vice president of financial consultant development. Both worked previously at the headquarters of Wells Fargo Advisors and enjoyed expansive careers at A.G. Edwards.

For the new firm, Biebel serves on the Product Review Committee and evaluates new investment products to determine whether they are appropriate for the company's clients. In addition, he has reviewed and updated the firm's disaster recovery plan and policies and procedures manual and will serve as a backup equity or fixed income trader, when needed.

Biebel's professional experience is as varied as it is extensive. He started at A.G. Edwards 25-years ago in exchange-traded options. In subsequent years, he helped develop that company's Derivatives Department, spearheaded the firm's convertible securities business, and was later instrumental in the creation of the Quantitative Analysis Department within the Fixed Income Research area. In 2001, the firm named Biebel manager of Options, Futures, and Managed Futures. In that capacity, he also ran the company's "Covered Call Service."

A graduate of Marquette University with majors in Accounting, Finance and Economics, Biebel also holds the Series 3, 7, and 24 licenses, and is also a Registered Options Principal.

As a vice president of financial consultant development, Landry will work with the firm's senior management and regional managers to spearhead financial consultant development initiatives. Previously, she served as director of FA education and development for Wells Fargo Advisors.

During her 17-year tenure with A.G. Edwards and Wells Fargo Advisors, Landry wore a variety of hats, which included providing the firm's financial advisors with advanced professional and business development programs. She also led various product and service initiatives, including the rollout of the A.G. Edwards home mortgage program and fee-in-lieu of commission initiative. She also helped plan and coordinate the company-wide financial consultant conferences that A.G. Edwards conducted every year.

Landry received her Bachelor of Science degree in Business Administration from the University of Tulsa. She earned her CERTIFIED FINANCIAL PLANNER™ designation in 1989. In addition, she is Series 7 and 63 licensed.

"Both of these individuals have a deep understanding of our industry, our clients, and embrace our belief in putting our clients first, said Benjamin F. (Tad) Edwards IV, chairman, CEO and president of Benjamin F. Edwards & Co. "We are thrilled to have Pete and Kim on board and look forward to their many contributions."

Firm statistics

With the recent additions, Benjamin F. Edwards & Co. now employs 158 people company-wide, including 55 in its St. Louis-based Home Office. The firm now has 15 offices in 9 states.

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. 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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