



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

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BENJAMIN F. EDWARDS & CO. ADDS FINANCIAL PROFESSIONALS
Office total now 10

(ST. LOUIS, December 10, 2009) – Just over a month after opening its doors, the Peoria branch of Benjamin F. Edwards & Co. is adding two experienced financial professionals, bringing the total office count to 10, company officials announced today.

Departing Wells Fargo Advisors and joining Benjamin F. Edwards & Co. as a Vice President – Investments is Max Lalicker. Lalicker, a graduate of Bradley University, joined A.G. Edwards as a financial consultant in 2001 after spending more than 15 years in banking. In 2007, Wachovia Securities acquired A.G. Edwards, which was later purchased by Wells Fargo Advisors in 2008.

Also moving with Lalicker to Benjamin F. Edwards & Co., is Tammy Ashton who joins the firm as a registered financial associate. At the new firm, Ashton will assist Lalicker with his client responsibilities.

“Since we opened a little over a month ago the response from our clients has been very supportive and we are certainly excited to have these two talented individuals on board,” said Thomas R. Henrichs, senior vice president and branch manager for the Peoria office of Benjamin F. Edwards & Co. “Each of them strives to provide client-first service and shares our belief in the Golden Rule and treating others as we would want to be treated.”

Benjamin F. Edwards & Co. was founded last year 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, the legendary former chairman and chief executive officer of A.G. Edwards. Tad named the company after his father, Ben, who was widely-known for his client-friendly business model and is eager to extend his family’s six generation and 120-year legacy of serving investors.

“Putting emphasis on our clients, followed by our employees, and then shareholders is a business model that keeps all of us focused on what really matters – our clients and helping them meet their financial goals and objectives,” said Edwards, who is chairman, chief executive officer, and president of the new firm. “My father always said that we were in the business of touching lives, and that if we did our jobs right, kids would go to college, individuals could retire comfortably and others could pass their wealth on to future generations. That’s what this business is all about, and it captures the essence of what we plan to offer Peoria investors.”

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Reliable support: Home Office Professionals and Pershing LLC

The company's Home Office in St. Louis is staffed with more than 25 veterans of A.G. Edwards – many with more than 25 years of experience – who assist the company's financial consultants as they address client needs and special situations. In addition, Benjamin F. Edwards & Co. has established a relationship with Pershing LLC, an industry leader in financial services with 70 years of experience providing trading, settlement and operational support to some of the most widely-known names in the business.

Pershing also offers a comprehensive suite of investment solutions and services, including access to a wide 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.

“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,” said Edwards. “When you consider our financial consultants, our Home Office service team, our relationship with Pershing and our client-friendly business model, I believe we have the resources in place to be a viable competitor in the financial services arena.”

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 of up to \$1 billion aggregate over all client accounts at Pershing LLC and its UK-based affiliate, Pershing Securities Limited, including up to \$1.9 million cash (per client).

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 has four 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.

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.