



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

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BENJAMIN F. EDWARDS & CO. OPENS IN PEORIA
Opens new office and hires eight veteran financial professionals

(ST. LOUIS, November 9, 2009) – With new branches in Springfield, Mo. and White Plains, N.Y. in place, investment firm Benjamin F. Edwards & Co. is opening an office in Peoria and hiring eight local financial services professionals, company officials announced today. The new Peoria office, which is the company's third, is located at 5832 North Knoxville Avenue.

"We firmly believe that our business model, which puts our clients first, employees second, and shareholders third, will appeal to investors in Peoria," said [Benjamin F. \(Tad\) Edwards IV](http://Benjamin F. (Tad) Edwards IV), founder, chairman, chief executive officer and president of Benjamin F. Edwards & Co. "We've also hired a group of exceptional and experienced financial services professionals who share our client-first mission and believe in providing financial advice in a culture rooted in trust, integrity and mutual respect – all while having fun."

As the son of Benjamin F. Edwards III, the legendary former chairman and chief executive officer of A.G. Edwards, and the great-great-grandson of that company's founder, Albert Gallatin Edwards, Tad Edwards is no stranger to the objective of putting clients' interests first and treating others the way they want to be treated. In addition to his family legacy of serving investors that stretches back six generations and spans 120 years, Tad is a 30-year veteran of the financial services industry. He established Benjamin F. Edwards & Co. last year with the intention of adhering to the client-friendly business model advocated by his father, Ben, the man for whom the company is named.

Making the move to Benjamin F. Edwards & Co. from Wells Fargo Advisors are the following financial consultants:

Mark H. Erickson – Erickson enjoys a financial services career that spans more than 20 years and helped open the Peoria A.G. Edwards office in 1990. Wachovia Securities acquired A.G. Edwards in 2007 and was then acquired by Wells Fargo Advisors in 2008. At the new firm, Erickson will serve as a senior vice president – investments.

Thomas R. Henrichs – Henrichs is a life-long Peoria resident with more than 30 years of experience in the financial services arena – including 18 years at the Peoria office of A.G. Edwards/Wells Fargo Advisors. A CERTIFIED FINANCIAL PLANNER® (CFP®), Henrichs joins Benjamin F. Edwards & Co. as a senior vice president – investments and branch manager.

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Steven J. Houlihan – Houlihan began career 15 years ago at the Peoria office of A.G. Edwards. Joining Benjamin F. Edwards as a senior vice president – investments, Houlihan is known for his Saturday morning financial talk show on local radio station WMBD-AM.

Todd T. Nethery – A 13-year financial services veteran specializing in executive and corporate compensation planning and retirement planning, Nethery signs on with the new firm as a senior vice president – investments.

Lila Strubhar, also a CFP®, is a senior registered financial associate and will serve as the assistant branch manager for the new office, while Theresa Guzman, a senior registered financial associate, and Josh Carstens, a registered financial associate, will assist Nethery. Mary Jo Moehlenhof joins Benjamin F. Edwards & Co. as a senior registered financial associate and will be helping both Houlihan and Erickson with their clients.

“Joining Benjamin F. Edwards & Co. is really like coming home for all of us,” said Henrichs. “Not only does the firm have the investment tools and services we need to offer our clients the service they expect and deserve, but it also cherishes the importance of the relationship between a financial consultant and a client, and encourages us to put our clients’ interests at the heart of everything we do. We are confident that Peoria investors will find this approach appealing.”

Branch expansion plans

The company expects to open additional locations before the end of the year and continues to evaluate opportunities throughout the country in other middle market communities and major metro market areas.

“We will grow in a careful and prudent manner and are looking for opportunities that are anchored by financial consultants who share our passion for client service and our belief in the Golden Rule and treating others the way we want to be treated,” said Edwards. “We believe this service model not only serves our current clients well, but also helps us attract financial consultants and other qualified professionals as we look to open additional offices.”

Edwards also pointed out that the firm’s financial consultants are supported by a Home Office team of financial services professionals in St. Louis. Most of the full-time staff members are veterans of A.G. Edwards, each 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 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.

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“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 SIPC 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. 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 branches in Springfield, Mo., White Plains, N.Y., and Peoria, Ill. 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.

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