

Edward Jones Ranks Highest in Investor Satisfaction Area Financial Services

Firm Tops J.D. Power and Associates 2010 Full Service Investor Satisfaction Study

For the fifth year out of the past six, financial-services firm Edward Jones ranks highest in investor satisfaction with full service brokerage firms, according to the J.D. Power and Associates 2010 Full Service Investor Satisfaction StudySM released today.

The study measures overall investor satisfaction with full service investment firms based on seven factors: investment advisor, portfolio performance, account information, account offerings, commissions and fees, website and problem resolution. The J.D. Power and Associates study found that Edward Jones "performed particularly well across the two highest-weighted factors – Investment Advisor and Investment Performance."

"As stated on their website, Edward Jones advisors strive for personal attention and believe in providing one-on-one service," according to the J.D. Power study. "This is evident in their efforts to engage in proactive conversations regarding a multitude of their investors' concerns, including reviewing an existing strategic plan or developing one for a new investor, and initiating discussions regarding portfolio/asset allocation or investment needs."

Edward Jones' overall score climbed 10 points over last year, when it also was ranked highest among the 14 largest firms rated.

"Being ranked highest in investor satisfaction for full-service brokerage firms by J.D. Power and Associates five times now is a great honor and quite an accomplishment," said Jim Weddle, managing partner of Edward Jones. "It results from always having our clients' best interests at heart as we work to help them through the tough times as well as the good times."

Edward Jones ranked highest in investor satisfaction by J.D. Power and Associates in 2009, from 2005 through 2007, and in a tie in 2002, when the study began. Edward Jones in Canada twice ranked highest in the J.D. Power and Associates Canadian Full Service Investor Satisfaction Study.

The 2010 Full Service Investor Satisfaction Study is based on responses from more than 4,460 investors who primarily invest with one of the 14 firms included in the study. The study was fielded in May 2010.

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About Edward Jones

Edward Jones provides financial services for individual investors in the United States and, through its affiliate, in Canada. Every aspect of the firm's business, from the types of investment options offered to the location of branch offices, is designed to cater to individual investors in the communities in which they live and work. The firm's 12,000-plus financial advisors work directly with nearly 7 million clients to understand their personal goals -- from college savings to retirement -- and create long-term investment solutions that emphasize a well-balanced portfolio and a buy-and-hold strategy. Edward Jones embraces the importance of building long-term, face-to-face relationships with clients, helping them to understand and make sense of the investment options available today.