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FOR IMMEDIATE RELEASE

## **RAYMOND JAMES BANK CONTINUES TO EXPAND SERVICES AND PROGRAMS IN THE TAMPA BAY AREA**

ST. PETERSBURG, Fla. – Raymond James Bank hired three experienced banking professionals to continue expanding the bank's lending programs in the Tampa Bay area, according to Steve Raney, president and CEO of Raymond James Bank.

Senior Vice President Bill Geis is leading the bank's securities-based lending program, a flexible line of credit launched in March that can be collateralized by multiple Raymond James accounts. Mortgage consultants Richard Nolet and Sam Wax are growing the bank's residential mortgage banking program, which was expanded last year to offer competitive mortgage rates and quality service to non-Raymond James clients in the Tampa Bay area.

"I am pleased to welcome these exceptional individuals to Raymond James Bank as we develop services and programs to address the needs of our growing client base," said Raney. "Our ability to attract top-level talent like Bill, Richard and Sam is a testament to the strength and stability of our bank and will enable us to continue providing our clients with the highest level of service."

Geis, a 20-year veteran of the financial services industry, comes to Raymond James from Regions Bank/Morgan Keegan, where he created the securities lending program for Morgan Keegan and served as the head of Wealth Management Lending and Deposits. Raymond James purchased Morgan Keegan in April 2012. Previously, Geis worked for UBS and Smith Barney. He received a bachelor's degree in finance and marketing from Temple University.

Nolet, previously with Bank of America, has been in the mortgage lending industry for more than 13 years. He has experience with Federal Housing Administration lending programs, Veterans Affairs lending programs and other down payment assistance loan programs for first-time homebuyers. He is an affiliate member of the Pinellas Realtor Organization and a member of Network Professionals Inc.

Wax has 20 years of experience in residential and commercial mortgage origination, training and management. His specialties include conforming Federal Housing Administration, Veterans Affairs and U.S. Department of Agriculture purchases, as well as refinances. He is a member of the Florida Association of Mortgage Professionals and the Mortgage Bankers Association.

Raymond James Bank also recently hired mortgage consultants Marty Kenny in Chicago and April Brown in Knoxville, Tenn., as the bank continues to build its retail mortgage lending practice.

### **About Raymond James Financial, Inc.**

Raymond James Financial (NYSE-RJF) is a Florida-based diversified holding company providing financial services to individuals, corporations and municipalities through its subsidiary companies. Its four principal wholly owned broker/dealers, Raymond James & Associates, Inc., member New York Stock Exchange/SIPC; Raymond James Financial Services, Inc., member FINRA/SIPC; Morgan Keegan & Co., Inc., member FINRA/SIPC (branded as Raymond James | Morgan Keegan) and Raymond James Ltd., member Investment Industry Regulatory Organization of Canada/CIPF, have over 6,000 financial advisors serving 2 million accounts in over 2,500 locations throughout

the United States, Canada and overseas. In addition, total client assets are approximately \$375 billion, of which approximately \$40 billion are managed by the firm's asset management subsidiaries.

### **Forward Looking Statements**

Certain statements made in this press release may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements regarding management expectations, strategic objectives, business prospects, anticipated expense savings, financial results, anticipated results of litigation and regulatory proceedings, and other similar matters are subject to risks and uncertainties that could cause actual results or outcomes to differ materially from those expressed in the forward-looking statements, due to a number of factors, which include, but are not limited to, the integration of Raymond James' and Morgan Keegan's businesses including the diversion of management time on integration issues, or realizing the projected benefits of the acquisition, the inability to sustain revenue and earnings growth, changes in the capital markets, and other risk factors discussed in documents filed by Raymond James with the Securities and Exchange Commission from time to time, including Raymond James' 2011 Annual Report on Form 10-K and the quarterly report on Form 10-Q for the quarters ended December 31, 2011, March 31, 2012 and June 30, 2012, which are available on RAYMONDJAMES.COM and SEC.GOV. Any forward-looking statement speaks only as of the date on which that statement is made. Raymond James will not update any forward-looking statement to reflect events or circumstances that occur after the date on which the statement is made.

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