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FOR IMMEDIATE RELEASE

**RAYMOND JAMES BANK HIRES ANOTHER NEW
RESIDENTIAL MORTGAGE SPECIALIST**

ST. PETERSBURG, Fla. – Raymond James Bank announced today the hiring of veteran mortgage lending specialist Jack Robb. Robb will focus on Pinellas and Hillsborough counties in support of the bank's expansion of its retail mortgage lending program.

Robb has more than 27 years experience with builders and Realtors in residential lending in the Tampa Bay area with an emphasis on the luxury home market.

"I couldn't have picked a better time to join Raymond James Bank," Robb said. "The residential lending program here has so much opportunity and potential to grow, particularly in this low interest rate environment."

Prior to joining Raymond James Bank, Robb was a loan officer at Mutual of Omaha Bank where he assisted in establishing its residential mortgage program. Robb previously worked at Gold Bank, Am South, Wells Fargo, Barnett Bank and spent nearly 15 years at SunTrust Bank as vice president of residential lending. He obtained his finance degree from the University of South Florida.

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 three principal wholly owned broker/dealers, Raymond James & Associates, Raymond James Financial Services and Raymond James Ltd. have approximately 5,400 financial advisors serving 2 million accounts in 2,400 locations throughout the United States, Canada and overseas. In addition, total client assets are approximately \$269 billion, of which approximately \$34.4 billion are managed by the firm's asset management subsidiaries.

To the extent that Raymond James makes or publishes 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), a variety of factors, many of which are beyond Raymond James' control, could cause actual results and experiences to differ materially from the expectations and objectives expressed in these statements. These factors are described in Raymond James' 2010 annual report on Form 10-K and the quarterly report on Form 10-Q for the quarters ended December 31, 2010, March 31, 2011 and June 30, 2011, which are available on RAYMONDJAMES.COM and SEC.GOV.

For more information, please contact Jana Strange at 727-567-2824.

Please visit the Raymond James Press Center at raymondjames.com/media.
