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FOR IMMEDIATE RELEASE

RAYMOND JAMES BANK EXPANDS TAMPA BAY RESIDENTIAL MORTGAGE BANKING PROGRAM

ST. PETERSBURG, Fla. – Tampa Bay-area homebuyers, builders and real estate professionals will be hearing more soon about a local option for competitive mortgage rates and quality service – Raymond James Bank.

Bank President and CEO Steve Raney announced today the expansion of the bank's mortgage banking program, adding non-Raymond James investment clients in the Tampa Bay area to the bank's targeted customer base. Historically, bank services have been marketed to clients of Raymond James financial advisors.

"There is strong demand for well-capitalized, experienced lenders that place a premium on conservative decision making and a client-first approach," Raney explained. "Raymond James Bank is stepping into that void by extending its focus to eligible homebuyers and homeowners in Tampa Bay who are not already Raymond James clients."

Joseph "Joe" Wessel, a veteran Florida banker with leadership experience at Florida Bank and HomeBanc Mortgage Corporation, is leading the new initiative as Raymond James Bank's senior vice president, mortgage banking executive. He also is working to enhance the growth of referrals from Raymond James advisors while overseeing the day-to-day responsibilities of the retail lending sales organization.

"Raymond James is synonymous with thoughtful, client-focused service," Wessel said. "I'm excited by the opportunity to bring Tampa Bay-area residents an outstanding option for their residential mortgage needs. I expect the program to grow to other markets as demand and conditions warrant."

To assist in building the program, the bank has hired mortgage lending specialists Carmen Inclan and Lesley Holroyd. With a combined 45 years of retail mortgage experience, both women have specific experience working with Tampa Bay real estate professionals and clients. Inclan will serve as Raymond James Bank's Vice President, Mortgage Banking Sales Manager while Holroyd will be Assistant Vice President, Mortgage Consultant.

Over the coming weeks and months, Raymond James Bank sales executives will be working with real estate professionals and builders to establish relationships and provide information about the program. Interested customers can reach a representative directly by visiting www.raymondjamesbank.com and clicking "Lending."



Products, terms and conditions subject to change. Subject to standard credit criteria. Property insurance required. Flood insurance required if property is located in a designated flood zone of "A" or "V". Call Raymond James Bank for rates and other information.

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 more than 5,300 financial advisors serving 1.9 million accounts in 2,300 locations throughout the United States, Canada and overseas. In addition, total client assets are approximately \$273 billion, of which approximately \$35 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 quarter ended December 31, 2010, 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.
