

Broker Dealer Financial Services Corp.

Deb Jackman

Communications Director

(515) 727-6718

djackman@bdfs.com

PRESS RELEASE:

Board of Directors Votes to Approve Lisa M. Smith as President & CEO

FOR IMMEDIATE RELEASE

West Des Moines, IA, October 16, 2015 – BDFSC Holdings Corp., parent company of the subsidiary firms, Broker Dealer Financial Services Corp. (BDFSC), Investment Advisors Corp. and Bankers Financial Services, LLC., announced today that Lisa M. Smith has been elected to the role of President & CEO of those subsidiaries, effective October 19, 2015.

Smith succeeds former President & CEO, Michael T. Sherzan, who has held the position since 1991 and will continue with the organization through his role on the Board of Directors. “I am confident the firm will continue to see growth under the leadership of Lisa Smith. Lisa is known for her professionalism, integrity and leadership skills. It has been my honor and privilege to work in an organization with highly qualified professionals and their clients over the years,” said Sherzan.

Smith was previously VP Business Development, IBA Securities, a division of BDFSC and Bankers Financial Services, LLC. and has held key leadership roles in business development, recruiting and relationship management for the firm for more than 14 years.

Smith stated, “I am committed to building on our core mission of providing superior service, supporting our trusted advisors and provide strategic leadership for the future growth of the firms. We have a talented group of employees dedicated to providing the highest level of service, expertise and investment solutions to our trusted financial advisors and their clients. I have been fortunate to work closely with Mike Sherzan for a number of years and I look forward to continue building on the strong foundation of trust and integrity.”

Founded in 1979, Broker Dealer Financial Services Corp. (BDFSC) has supported investment advisors in financial planning and investment management needs of their clients. Headquartered in West Des Moines, Iowa, BDFSC is currently registered in 50 states, Puerto Rico and the District of Columbia. An experienced home office team currently supports approximately 300 advisors nationwide. For additional information, call (800) 352-5634 or visit www.bdfs.com.

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