



## FOR IMMEDIATE RELEASE

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One Color Photo Attached (Bob Edwards Portrait)

### **Barron's Recognizes Bob Edwards as Top Financial Advisor**

NAPLES, Fla. (March 24, 2011) – For the second consecutive year, Bob Edwards, Managing Director-Investments of the Moran Edwards Asset Management Group of Wells Fargo Advisors has been recognized by *Barron's* magazine as one of the top two financial advisors in Southwest Florida. The list was part of a state-by-state ranking of the Top 1,000 Advisors in the United States.

A financial advisor for over 28 years, Edwards has earned numerous national and local recognitions including being named as one of America's Top Advisors in 2009 by *Registered Rep*, the leading journal for registered financial professionals and *Barron's* named Edwards as one of Florida's top ten financial advisors in 2010. Edwards has also been named a 5 Star Wealth Manager by *Gulfshore Life* five times. In addition, certain investment portfolios managed by Edwards have received national recognition for peer group performance in Nelson's World Best Money Managers including a recent number three ranking for US Equity Core performance over three years for his Strategic Equity Blend as of September 30, 2010.

In addition, Edwards is a frequent industry speaker and he pursues an active interest in the arts and serves nationally on the boards of *Sculpture* magazine (Washington, DC) and The International Sculpture Center (Princeton, NJ) as well as several community boards, including serving as a trustee for the Naples Winter Wine Festival.

Moran Edwards Asset Management Group, formerly known as Moran Asset Management Group, is a money management practice. The group is responsible for managing in excess of \$2 billion in client assets as of September 30, 2010 and has served the Naples Community for 30 years.

Moran Edwards Asset Management Group is located at 5801 Pelican Bay Boulevard, Suite 200 in Naples. For more information, call (239) 254-2200 or visit [www.MoranEdwards.com](http://www.MoranEdwards.com).

***Barron's Top 1000 Advisors. Ranking criteria generally based on: Data provided by over 4,000 of the nation's most productive advisors. Factors considered: Assets under management, revenues, regulatory record, quality of practice and philanthropic work. Portfolio performance not explicit component. Registered Rep: The list of advisors was compiled by Discovery Database, an online database of financial service intermediaries, which weighed factors of FINRA registered representatives such as total assets under management and years in the industry, then validated by direct surveys.***

**Crescendo 5-Star Wealth Manager:** The Survey conducted by Crescendo, as an independent third-party research firm. Consumers and financial services professionals surveyed to evaluate 4,100 candidates in the Southwest Florida area as the 2010 Five Star Wealth Managers scoring highest in overall satisfaction. Evaluation based on nine criteria, including customer service, integrity, knowledge/expertise, recommendations and overall satisfaction. Award given to top scoring managers, totaling less than 7% of eligible candidates. Only candidates with five years of experience in the financial services industry are considered. Rating may not be representative of any one client's experience because ratings reflect an average of all, or a sample of all, of the experiences of the financial adviser's clients. Working with a Five Star Wealth Manager is no guarantee of future investment success nor is there any guarantee that the selected Wealth managers will be awarded this accomplishment by Crescendo in the future. For more information on the rating methodology, go to [www.fivestarprofessional.com/wmresearch/](http://www.fivestarprofessional.com/wmresearch/). Nelson's **World's Best Money Managers:** Performance calculated "net" of all fees and brokerage commissions, inclusive of cash and in U.S. dollars. Results calculated on a minimum asset base of at least \$10 million for "traditional" U.S. asset classes (equity, fixed income, balanced accounts) and \$1 million for all international and for "alternative" U.S. asset classes. Only categories/time period combinations for which there are at least 21 contenders are published.

With \$1.2 trillion in client assets as of December 31, 2010, Wells Fargo's brokerage businesses comprise more than 15,188 full-service financial advisors and 4,386 licensed bankers. This vast network of advisors, one of the nation's largest, serves clients through offices in all 50 states and the District of Columbia. Wells Fargo Advisors is the trade name used by two separate registered broker-dealers and non-bank affiliates of Wells Fargo & Company: Wells Fargo Advisors, LLC and Wells Fargo Advisors Financial Network, LLC (members SIPC). Statistics include other broker-dealers of Wells Fargo & Company. [www.wellsfargoadvisors.com](http://www.wellsfargoadvisors.com)

Wells Fargo & Company (NYSE: WFC) is a nationwide, diversified, community-based financial services company with \$1.2 trillion in assets. Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking, insurance, investments, mortgage, and consumer and commercial finance through more than 9,000 banking stores, 12,000 ATMs, the Internet ([wellsfargo.com](http://wellsfargo.com) and [wachovia.com](http://wachovia.com)), and other distribution channels across North America and internationally. With more than 278,000 team members, Wells Fargo serves one in three households in America. Wells Fargo & Company was ranked #19 on Fortune's 2009 rankings of America's largest corporations. Wells Fargo's vision is to satisfy all our customers' financial needs and help them succeed financially. 0211-5043

**Investment and insurance products:**

<b>NOT FDIC-Insured</b>	<b>NO Bank Guarantee</b>	<b>MAY Lose Value</b>
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Investment products and services are offered through Wells Fargo Advisors, LLC, Wells Fargo Advisors, LLC, Member SIPC, is a registered broker-dealer and a separate non-bank affiliate of Wells Fargo & Company.

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