

For Immediate Release

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Former Key Trust Senior VP joins Raymond James in Dover.

(11/15/04, Dover, Ohio) Larry Cavalena, Registered Principal of Raymond James Financial Services, Inc. announced today that Philip C. Bradley has formed an alliance with the Raymond James Dover office as a Professional Partner.

Bradley was a Senior Vice President and Manager of Key Trust Corporation, a subsidiary of Key Bank. At Key Trust he was responsible for growing the Akron Trust Division from its beginning in 1982 to nearly a \$1 Billion in assets under management in 1999.

Since his retirement from Key Bank, Bradley has been working as an independent financial consultant. Based in Akron, he will continue to provide his services to clients in Summit and Portage counties.

“Phil and I also share the same values,” Cavalena stated. We share a devotion to personal service that pays close attention to every detail no matter how big or small the account and, most importantly, the highest integrity that always puts the client’s interest. That’s why Phil chose us as the place to refer his clients for financial services.”

Bradley has been the recipient of numerous honors and community service awards including election to the National Honor Society of the Financial Management Association, the Frank L. Simonetti Distinguished Business Award from The University of Akron, and the Annual Bernie Shaffer Community Service Award. He is an active board member of nine charitable organizations including Akron General Medical Center and Family Services of Summit County.

The Dover Office of Raymond James now serves clients located in 22 US States, 10 foreign countries and throughout the State of Ohio. As part of Raymond James, it is backed by resources of one of the world’s largest and most trusted financial services organizations.

Bradley holds a BS Degree in Finance from the University of Akron, and completed post-graduate training in Finance and Trust Management at the University of North Carolina and Northwestern University.