



**RAYMOND JAMES RANKED AS TOP BROKER FOR CUSTOMER SATISFACTION  
IN 2008 SMARTMONEY ANNUAL BROKER SURVEY**

*Hope, NJ, July 31, 2008* – Raymond James Financial, Inc. (NYSE-RJF) was recently ranked the best full-service broker in the 2008 SmartMoney “Annual Broker Survey”. Marking the first time Raymond James was included in the survey, the firm ranked above such household names as Merrill Lynch, Wachovia, UBS, Morgan Stanley and Smith Barney. The recognition was welcome but hardly surprising news to Edward F. Walker, Jr., Senior Vice President of First Hope Bank’s Investment and Trust Services Division.

“We selected Raymond James as First Hope’s investment partner in 2001 because they share First Hope’s philosophy of superior customer service,” Walker explained. “Our Raymond James relationship has allowed us to bring customers the research and advice of one of the nation’s top brokerage houses while still providing the contact and care customers expect from First Hope Bank.”

Walker said the survey results, which were compiled using research data from J.D. Power, Zack’s Investment Research, AITE Group, Dalbar, Forrester Research and SmartMoney, looked at criteria such as stock picking prowess, customer satisfaction, client trust and account statements. He noted that Raymond James finished first overall and achieved the highest level of customer satisfaction.

“Turmoil in the financial markets has caused many investors to take their full financial relationships to Raymond James Financial Services at First Hope Bank,” Walker explained. “Both First Hope and Raymond James are respected names that customers trust.”

First Hope Bank, established in 1911, is a full-service financial institution with locations in Andover, Blirstown, Great Meadows, Hackettstown, Hope and Sparta. The Bank offers estate planning and investment services through its Investment and Trust Services Division. While providing customers with the personalized service and responsiveness of a community bank, First Hope Bank simultaneously offers the same range of services as a large financial institution, including Telephone and Internet Banking. First Hope Bank’s associates strive every day to fulfill the Bank’s motto, “World-class service, close to home.” Email the Bank at [info@firsthope.com](mailto:info@firsthope.com).

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