



---

Press Release

**GORDON MORSE JOINS OPPENHEIMER AS MANAGING DIRECTOR – INVESTMENTS  
AND BRANCH MANAGER OF ATLANTA, GA OFFICE**

New York, April 25, 2012 – Oppenheimer & Co. Inc., a unit of Oppenheimer Holdings, is pleased to announce that Gordon Morse has joined the firm as Managing Director – Investments and Branch Manager in its Atlanta, Georgia office. Gordon reports to Bob Okin, Executive Vice President – National Sales.

Gordon, who has over 25 years of experience in financial services, joined the firm from Raymond James in Atlanta. Previously, he had worked at both Smith Barney and Bear Stearns managing and developing branch offices.

"Oppenheimer has a conservative, stable, solutions-based culture," Gordon Morse said. "The fact that Oppenheimer is an independent wealth management and investment banking boutique, not a major bank's subsidiary, enables us to provide client-centered service in a team environment. Those aspects of our culture should make us doubly attractive to clients looking for advisors they can trust.

"Our open-architecture platform affords enterprising financial professionals a unique value proposition. Financial Advisors gain the opportunity to present clients with a broad spectrum of products which are carefully monitored and consistently objective. They are also able to draw on the resources of Oppenheimer as a whole, including Oppenheimer Asset Management and Oppenheimer Trust Company," he explained. "Oppenheimer's established reputation will also help them grow their businesses."

"I think Gordon's experience will help us not only increase our prominence in Atlanta, one of the major cities in the South, but also improve our visibility in the entire Southeast," Bob Okin said. "His experience as a manager who has spent his career expanding offices makes him an ideal choice to run a high-profile branch like Atlanta."

Oppenheimer & Co. Inc. (Oppenheimer), a principal subsidiary of Oppenheimer Holdings Inc. (OPY on the New York Stock Exchange), provides a full range of wealth management, securities brokerage and investment banking services to high-net-worth individuals, families, corporate executives, local governments, businesses and institutions.

*Certain statements in this release may constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially, as discussed in the Company's filings with the Securities and Exchange Commission.*

-O-

FOR FURTHER INFORMATION  
Brian Maddox at (212) 850-5661

Filename: morse\_x\_04\_24\_12.pdf.doc  
Directory: H:\MyDocs\opcodevel\public\about\_oppenheimer\images\p  
ress\_releases  
Template: Normal.dot  
Title: LOGO  
Subject:  
Author: middlett  
Keywords:  
Comments:  
Creation Date: 4/19/2012 11:48:00 AM  
Change Number: 7  
Last Saved On: 4/25/2012 9:55:00 AM  
Last Saved By: popockd  
Total Editing Time: 12 Minutes  
Last Printed On: 4/25/2012 9:56:00 AM  
As of Last Complete Printing  
Number of Pages: 1  
Number of Words: 385 (approx.)  
Number of Characters: 2,258 (approx.)