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FOR IMMEDIATE RELEASE

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RAYMOND JAMES ANNOUNCES LEASE AGREEMENT FOR NEW NASHVILLE OFFICE AT GULCH CROSSING

Full-Floor Lease Propels Gulch Crossing to 60% Committed

ST. PETERSBURG, Fla. – Raymond James announced today that it has signed a multi-year lease agreement to occupy some 30,000 square feet of space at [Gulch Crossing](#), MarketStreet Enterprises' newest office building in the mixed-use Gulch neighborhood. Designed by renowned architectural firm Earl Swensson Associates, Inc. (ESa), Gulch Crossing is currently under development and will deliver in spring 2015.

"Our branch's financial advisors, support staff and our clients will be delighted with our move to the Gulch late next summer," said Bill Lynch, manager of the firm's West End Avenue retail office. For the roughly 30 private client group associates, as well as the 18 member team from Raymond James Investment Banking group and the two Equity Research associates who will all move with us, this new space could not be more welcome.

"Raymond James' brokerage operations – both our traditional employee as well as our independently affiliated offices - have enjoyed a significant presence in Nashville for many years – ranking # 1 on *Nashville Business Journal's* most recent list – and as we continue to grow and expand our footprint, this beautiful new location will enable us to accommodate that expected growth. Our current branch has almost \$2 billion of client assets under management, and has grown from just 4 advisors in 2006, when we opened, to the 18 advisors now based in the West End location – but there is a pent up demand to join our firm and experience the Raymond James culture. The new Gulch office will allow us to add ten more advisors and their support staff.

"Additionally, our clients, advisors, bankers, analysts and associates will really appreciate the Gulch location – with its abundant parking, broad range of shopping and dining choices as well as convenient access from any part of Nashville, it's become a destination in itself."

Raymond James joins previously-signed tenants ESa, The Bank of Nashville and Cassidy Turley. Combined, the firms will occupy over 125,000 square feet, which brings the project to over 60% leased. Positioned at a gateway location to downtown at 1033 Demonbreun Street, Gulch Crossing (www.gulchcrossing.com) is the first new Class A office building to begin construction in Nashville's urban core since 2007. Gulch Crossing contains 205,000 square feet of office space, 19,000 square feet of retail and restaurant space and a 750-space parking garage accessed from either Demonbreun Street or 11th Avenue South. The project's general contractor, JE Dunn, started construction in December and is currently constructing the below-grade parking structure.

"We are proud to welcome Raymond James to Gulch Crossing. Their move to the neighborhood reinforces the demand for Class A office space in the Gulch," said Jay Turner, managing director of MarketStreet. "With 60% percent of Gulch Crossing's office space now leased, the Gulch is proving to be a preferred office destination in Nashville. Raymond James' decision to relocate its West End location to the Gulch helps to shape the vibrant mixed-use environment we at MarketStreet first envisioned 15 years ago."

(Aerial photo and rendering attached – Photo credit: Aerial Innovations; Rendering credit: Earl Swensson Associates Inc. ESa.)

About Raymond James Financial, Inc.

Florida-based Raymond James Financial, Inc. (NYSE-RJF) is a leading diversified financial services company providing private client group, capital markets, asset management, banking and other services to individuals, corporations and municipalities. Its three principal wholly owned broker-dealers, Raymond James & Associates, Raymond James Financial Services and Raymond James Ltd., have approximately 6,200 financial advisors serving in excess of 2.5 million client accounts in more than 2,500 locations throughout the United States, Canada and overseas. Total client assets are approximately \$458 billion. Public since 1983, the firm has been listed on the New York Stock Exchange since 1986 under the symbol RJF. Additional information is available at www.raymondjames.com.

Raymond James in Nashville

Raymond James currently has five Raymond James & Associates (employee) retail offices and 25 Raymond James Financial Services (independent) retail offices in the greater Nashville area, as well as Investment Banking, Public Finance, Fixed Income and Equity Research operations.

About the Gulch

The Gulch is located on the edge of Nashville's central business district and is comprised of approximately 60 acres of land lying west of the CSX Railway, bordered by McGavock St. on the north, 8th Ave. on the east and I-65 on the west and south. In conjunction with MDHA, the Gulch is being developed under a master plan originated by MarketStreet Enterprises in 2001. This once-blighted area of Nashville has led the way in igniting the redevelopment of Nashville's urban core, offering a new urban experience where it is truly possible to live, work and play among a host of residences, retailers, restaurants and entertainment venues. Local development firms and area businesses have joined together to form the Gulch Business Improvement District (GBID), formed to foster a livable community in Nashville's urban core. The Nashville Downtown Partnership handles day-to-day management of the GBID, which includes such initiatives as neighborhood signage and identification, a comprehensive Clean & Safe program, and streetscape/landscape maintenance. For more information, visit www.nashvillegulch.com

About MarketStreet Enterprises

The Gulch is being developed by real estate investment and development firm MarketStreet Enterprises, the master developer of the Gulch, in conjunction with the Metropolitan Government of Nashville and Davidson County. Founded in 1999 by Steve Turner and Joe Barker, today MarketStreet is led by managing director Jay Turner, with a supporting staff possessing deep experience in urban development, architecture and civic planning.