

*For Immediate Release*

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**BROKER-DEALERS BERNARD HEROLD & CO., INC.,  
AND LANTERN INVESTMENTS, INC.,  
MERGE TO FORM  
HEROLD & LANTERN INVESTMENTS, INC.**

**Financial Services Firm to have Combined Customer Assets  
Exceeding \$2 Billion. Featuring More than 60 Professionals in  
Nationwide Offices.**

**Monday, November 2, 2020. MELVILLE, NY:** The combined management teams of Bernard Herold & Co., Inc., and Lantern Investments, Inc., today announced that they have merged to form the new financial services firm Herold & Lantern Investments, Inc., effective November 2, 2020.

In making the announcement, Herold & Lantern Investments President, Keith Lanton, said “the new firm is the result of our shared vision of the evolving broker-dealer industry which is undergoing significant change enabled by technology, and by our desire to provide scale through the comprehensive packages of financial services we make available to our clients.”

The increased size and strength of Herold & Lantern Investments will also allow it to serve clients in more markets, as well as to be an attractive home to investment professionals seeking new opportunities with a growth oriented firm.

The merger brings together two family-owned companies each with many decades of service to their clients. “Our firms are remarkably complementary with a depth of knowledge about financial instruments and investment services, along with our highly experienced and skilled teams of representatives,” said Larry Herold, Chief Operating Officer of Herold & Lantern Investments. “On day one we’ll be servicing nearly 10,000 clients from our three full-service New York offices, as well as from our locations in New Jersey, Illinois, Texas and California,” Herold said.

The firm offers a full range of broker-dealer services to individuals, families and institutions, and has a highly regarded reputation in value-based bond trading.

Additionally, their ability to assist other broker-dealers through tri-party clearing relationships is a unique and distinct advantage.

Herold & Lantern Investments, Inc.

[www.heroldlantern.com](http://www.heroldlantern.com)

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### **About Herold & Lantern Investments, Inc.**

Herold & Lantern Investments, a registered broker-dealer and a member of the Financial Industry Regulatory Authority, is a financial services firm with a national presence. We educate and guide our clients to help them achieve their financial goals through a thoughtful process that combines risk management, capital growth and wealth preservation. We leverage smart technology to deploy a comprehensive suite of investment strategies. Herold & Lantern Investments is the financial services company of choice for individuals, families and institutions seeking highly personalized service.