



**JMP GROUP ANNOUNCES ADDITION OF EMLEN HARMON
TO EQUITY RESEARCH DEPARTMENT**

Senior Research Analyst Initiates Coverage of Regional Banks

SAN FRANCISCO, Feb. 7, 2017 – JMP Group LLC (NYSE: JMP), an investment banking and alternative asset management firm, announced today that Emlen Harmon has joined JMP Securities as a managing director and equity research analyst following regional banks. He is based in the firm’s New York office.

Earlier this month, Mr. Harmon initiated coverage of nine companies: Associated Banc-Corp; BancorpSouth, Inc.; First Horizon National Corporation; First Republic Bank; Hancock Holding Company; IBERIABANK Corporation; Synovus Financial Corp.; Texas Capital Bancshares, Inc.; and Zions Bancorporation.

“Emlen is an important addition to our financial services franchise,” said Tom Wright, director of equities at JMP Securities. “He is well regarded by institutional investors, and his research on regional banks will significantly expand JMP’s coverage of depositories, which are a key focus of the buy-side. Emlen’s recent initiation brings the number of financial stocks in JMP’s research universe to nearly 140 and the number of publishing analysts dedicated to the sector to eight.”

Prior to joining JMP Securities, Mr. Harmon was a senior vice president and equity research analyst at Jefferies & Company, where he followed small- and mid-cap banks. He previously held equity research roles at Bank of America Merrill Lynch and Brown Brothers Harriman. Mr. Harmon holds a BS from Bates College and is a CFA charterholder.

About JMP Group

JMP Group LLC is a diversified capital markets firm that provides investment banking, equity research, and sales and trading services to corporate and institutional clients as well as alternative asset management products and services to institutional and high-net-worth investors. JMP Group conducts its investment banking and research, sales and trading activities through JMP Securities; its hedge fund, venture and private capital, and credit management activities through Harvest Capital Strategies, JMP Asset Management and JMP Credit Advisors; and the management of Harvest Capital Credit Corporation (NASDAQ: HCAP), a business development company, through HCAP Advisors. For more information, visit www.jmpg.com.

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