



February 10, 2005

2520043385387

Top Hat Plan Exemption  
Employee Benefits Security Administration  
Room N-5644  
200 Constitution Ave., N. W.  
U. S. Department of Labor  
Washington, D.C. 20210

Dear Sir or Madam:

Name of Employer: Robert W. Baird & Co. Incorporated

Address of Employer: 777 E. Wisconsin Ave.  
Milwaukee, WI 53202

Employer Identification No.: 39-6037917

The Employer maintains a plan or plans primarily to provide deferred compensation benefits for a select group of management or highly compensated employees. Pursuant to Department of Labor Regulations, 29 CFR 2520.104-23, the Employer provides the following information in compliance with the alternative method of reporting and disclosure under Section 110 of Title I of the Employee Retirement Income Security Act of 1974, as amended for unfunded plans maintained for a select group of management or highly compensated employees.

Plan Name: Baird Financial Advisors Deferred Compensation Plan

Number of participants: 457

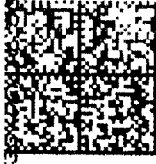
ROBERT W. BAIRD & CO.  
INCORPORATED

By: Paul Schult  
Its: Associate General Counsel



Robert W. Baird & Co. Incorporated  
PO Box 672  
Milwaukee WI 53201-0672

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