

SIEBERT FINANCIAL CORP  
Form DEFA14A  
May 28, 2010

## SCHEDULE 14A

(Rule 14a-101)

### INFORMATION REQUIRED IN PROXY STATEMENT

#### SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934 (Amendment No. )

Filed by the Registrant   
Filed by a Party other than the Registrant

Check the appropriate box:

- |  |  |
|--|--|
| <input type="checkbox"/> Preliminary Proxy Statement   | <input type="checkbox"/> Soliciting Material Under Rule 14a-12 |
| <input type="checkbox"/> Confidential, For Use of the Commission Only (as permitted by Rule 14a-6(e)(2)) |  |
| <input type="checkbox"/> Definitive Proxy Statement  |  |
| <input checked="" type="checkbox"/> Definitive Additional Materials                                      |  |

## SIEBERT FINANCIAL CORP.

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.  
 Fee computed on table below per Exchange Act Rules 14a-6(i)(4) and 0-11.

1) Title of each class of securities to which transaction applies:

2) Aggregate number of securities to which transaction applies:

3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

4) Proposed maximum aggregate value of transaction:

5) Total fee paid:

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- o Fee paid previously with preliminary materials:
- o Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the form or schedule and the date of its filing.

1) Amount previously paid:

2) Form, Schedule or Registration Statement No.:

3) Filing Party:

4) Date Filed:

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**SIEBERT FINANCIAL CORP.  
C/O AMERICAN STOCK TRANSFER  
6201 15th AVENUE  
BROOKLYN, NY 11219**

Investor Address Line 1  
Investor Address Line 2  
Investor Address Line 3  
Investor Address Line 4  
Investor Address Line 5  
John Sample  
1234 ANYWHERE STREET  
ANY CITY, ON A1A 1A1

**VOTE BY INTERNET - [www.proxyvote.com](http://www.proxyvote.com)**

Use the Internet to transmit your voting instructions and for electronic delivery of information up until 11:59 P.M. Eastern Time the day before the meeting date. Have your proxy card in hand when you access the web site and follow the instructions to obtain your records and to create an electronic voting instruction form.

**VOTE BY PHONE - 1-800-690-6903**

Use any touch-tone telephone to transmit your voting instructions up until 11:59 P.M. Eastern Time the day before the meeting date. Have your proxy card in hand when you call and then follow the instructions.

**VOTE BY MAIL**

Mark, sign and date your proxy card and return it in the postage-paid envelope we have provided or return it to Vote Processing, c/o Broadridge, 51 Mercedes Way, Edgewood, NY 11717.

|  | <b>CONTROL #</b> | <b>00000000000</b>           |
|--|------------------|------------------------------|
| <b>NAME</b>                            |                  |                              |
| <b>THE COMPANY NAME INC. - COMMON</b>  | <b>SHARES</b>    | <b>123,456,789,012.12345</b> |
| <b>THE COMPANY NAME INC. - CLASS A</b> |                  | <b>123,456,789,012.12345</b> |
| <b>THE COMPANY NAME INC. - CLASS B</b> |                  | <b>123,456,789,012.12345</b> |
| <b>THE COMPANY NAME INC. - CLASS C</b> |                  | <b>123,456,789,012.12345</b> |
| <b>THE COMPANY NAME INC. - CLASS D</b> |                  | <b>123,456,789,012.12345</b> |

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THE COMPANY NAME INC. - CLASS E 123,456,789,012.12345  
 THE COMPANY NAME INC. - CLASS F 123,456,789,012.12345  
 THE COMPANY NAME INC. - 401 K 123,456,789,012.12345

PAGE 1 OF 2

TO VOTE, MARK BLOCKS BELOW IN BLUE OR BLACK INK AS FOLLOWS: x

KEEP THIS PORTION FOR YOUR RECORDS

DETACH AND RETURN THIS PORTION ONLY

**THIS PROXY CARD IS VALID ONLY WHEN SIGNED AND DATED.**

|   |                       |                       |                         |   |
|---|-----------------------|-----------------------|-------------------------|---|
| <b>The Board of Directors recommends that you vote FOR the following:</b> | <b>For All</b>        | <b>Withhold All</b>   | <b>For All Except</b>   | To withhold authority to vote for any individual nominee(s), mark For All Except and write the number(s) of the nominee(s) on the line below. |
| 1. Election of Directors Nominees   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>   |   |
| 01 Muriel F. Siebert<br>Macon   |                       |                       | 02 Patricia L. Francy   |   |
| 06 Robert P. Mazzarella   |                       |                       | 03 Nancy Peterson Hearn |   |
|   |                       |                       | 04 Leonard Leiman       |   |
|   |                       |                       | 05 Jane                 |   |

**The Board of Directors does not have a recommendation for voting on the following proposal (s):**

|  |                       |                       |                       |
|--|-----------------------|-----------------------|-----------------------|
|  | <b>For</b>            | <b>Against</b>        | <b>Abstain</b>        |
| 2. In their discretion on any other business which may properly come before the meeting or any adjournments thereof. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

UNLESS OTHERWISE SPECIFIED IN THE SPACES PROVIDED, THE UNDERSIGNED'S VOTE WILL BE CAST FOR ALL NOMINEES LISTED IN ITEM (1).

|  |                       |                       |                       |  |
|--|-----------------------|-----------------------|-----------------------|--|
| For address change/comments, mark here.<br>(see reverse for instructions)  | <b>Yes</b>            | <b>No</b>             | <input type="radio"/> | Investor Address Line 1<br>Investor Address Line 2<br>Investor Address Line 3<br>Investor Address Line 4<br>Investor Address Line 5<br>John Sample<br>1234 ANYWHERE STREET<br>ANY CITY, ON A1A 1A1 |
| Please indicate if you plan to attend this meeting   | <input type="radio"/> | <input type="radio"/> |                       |  |
| Please sign exactly as your name(s) appear(s) hereon. When signing as attorney, executor, administrator, or other fiduciary, please give full title as such. Joint owners should each sign personally. All holders must sign. If a corporation or partnership, please sign in full corporate or partnership name, by authorized officer. |                       |                       |                       |  |

|                                    |      |              |                          |      |  |  |  |  |  |
|------------------------------------|------|--------------|--------------------------|------|--|--|--|--|--|
|                                    |      |              |                          |      |  |  |  |  |  |
| Signature [PLEASE SIGN WITHIN BOX] | Date | <b>JOB #</b> | Signature (Joint Owners) | Date | <b>SHARES<br/>CUSIP #<br/>SEQUENCE #</b> |  |  |  |  |



Please date, sign and mail your proxy card in the envelope provided as soon as possible.

**ANNUAL MEETING OF SHAREHOLDERS OF  
SIEBERT FINANCIAL CORP.**

**June 4, 2010**

**The meeting will be held at 10:00 A.M., eastern daylight time, at The Harmonie Club, 4 East  
60th Street, New York, NY.**

**Important Notice Regarding the Availability of Proxy Materials for the Annual Meeting:** The Proxy Statement, Annual Report is/are available at [www.proxyvote.com](http://www.proxyvote.com).

**SIEBERT FINANCIAL CORP.  
PROXY FOR THE ANNUAL MEETING OF SHAREHOLDERS  
TO BE HELD JUNE 4, 2010**

**THIS PROXY IS SOLICITED ON BEHALF OF THE BOARD OF DIRECTORS**

The undersigned hereby appoints Daniel Iesu and Patricia L. Francy, and each of them, the proxies of the undersigned, with power of substitution to each of them to vote all shares of Siebert Financial Corp. which the undersigned is entitled to vote at the Annual Meeting of Shareholders of Siebert Financial Corp. to be held Friday, June 4, 2010, at 10:00 A.M., eastern daylight time, and at any adjournments thereof. Please call 212-355-7400 to obtain directions to the Annual Meeting to vote in person. Any and all proxies heretofore given are hereby revoked.

**UNLESS OTHERWISE SPECIFIED IN THE SPACES PROVIDED, THE UNDERSIGNED S VOTE WILL BE  
CAST FOR ALL NOMINEES LISTED IN ITEM (1).**

**Address change / comments:**

(If you noted any Address Changes and/or Comments above, please mark corresponding box on the reverse side.)

**Continued and to be signed on reverse side**

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