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**FOR IMMEDIATE RELEASE**

**Beneficial Financial Group Launches  
New Investment Platform**

Salt Lake City, UT and BOSTON, MA October 25, 2007—Beneficial Investment Services, Inc. (BIS)\* the newly established broker-dealer and registered investment advisor of Beneficial Financial Group, has announced the recent enhancement of its investment platform through an alliance with FundQuest Incorporated. FundQuest, a leading provider of turnkey asset management solutions, will provide Beneficial Investment Services with six new managed account programs utilizing FundQuest's open-architecture platform.

According to Charles Funke, President and Chief Executive Officer of Beneficial Investment Services, "The expansion of our investment offering provides our clients with access to a broad range of products that reaches far beyond our traditional offerings. Funke continued, "Having FundQuest as a strategic partner gives us access to a customizable platform that is provided by an industry leader in managed account services."

Maryanne Morrow, Vice President, National Accounts at FundQuest, reported "With this new relationship, BIS is now able to provide leading investment opportunities and a greatly enhanced product line-up to its clients. This will give BIS a significant advantage in the highly competitive wealth management marketplace."

Beneficial Financial Group had previously provided investment advisory services through its Allegis Advisors subsidiary, which has merged with Beneficial Investment Services.

About Beneficial Investment Services

Beneficial Investment Services is a full-service brokerage and investment advisory company offering a complete range of investment advisor products. It provides its clients with investments and advisory services plus a greatly enhanced product line-up, giving them a significant advantage in the highly competitive financial marketplace.

BIS provides a flexible menu of wealth management solutions, offering mutual funds, retirement income management, variable annuities, variable life insurance, exchange-traded funds, brokerage services, and alternative investments. BIS's open-technology architecture, investment management services, and sales and marketing resources help its financial advisers effectively address clients' financial needs by providing customized strategies and solutions.

BIS is a wholly owned subsidiary of the Beneficial Financial Group, which was founded in 1905 in Salt Lake City, Utah, and is the oldest life insurance company domiciled in the Intermountain West. Please visit:  
[www.BeneficialInvestmentServices.com](http://www.BeneficialInvestmentServices.com)

#### About FundQuest

FundQuest is the best partner to help financial advisory firms to grow their business. FundQuest provides the most innovative open architecture investment services, the most flexible technology platform, and the best overall support to both management and advisors. FundQuest was founded in 1993, and has partnerships with over 110 institutions including RIAs, banks, insurance companies, independent broker-dealer firms, and trust and wealth management firms. FundQuest has \$36 billion in assets under management and administration in its combined US and European operations. FundQuest's services are offered in the US through FundQuest Incorporated, a registered investment advisor. Please visit:  
[www.fundquest.com/usa](http://www.fundquest.com/usa)

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\*Beneficial Investment Services, Inc. is a wholly owned subsidiary of Beneficial Financial Group, member FINRA/SIPC.

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