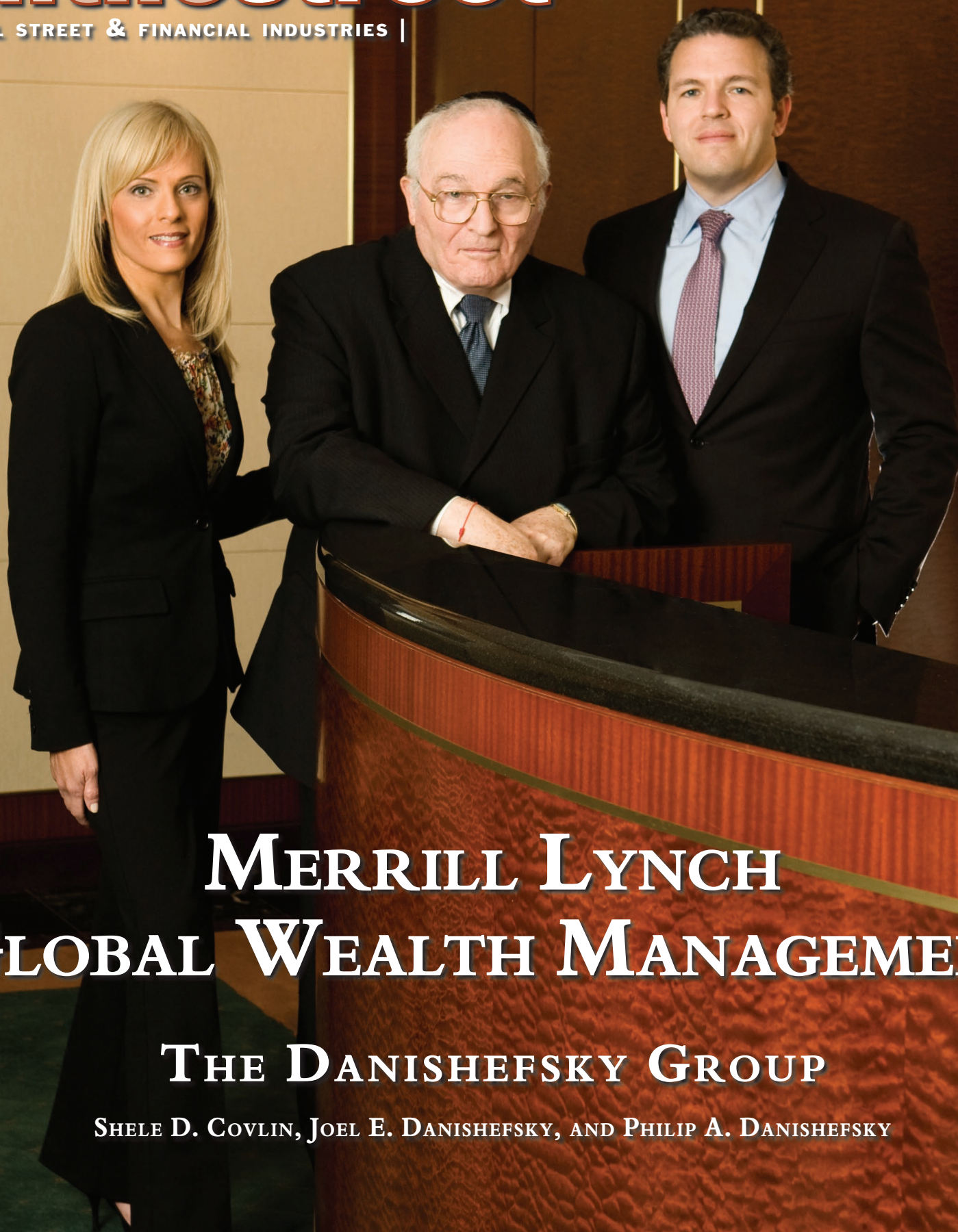


mann on the street

| WALL STREET & FINANCIAL INDUSTRIES |

OCTOBER | 08



MERRILL LYNCH GLOBAL WEALTH MANAGEMENT

THE DANISHEFSKY GROUP

SHELE D. COVLIN, JOEL E. DANISHEFSKY, AND PHILIP A. DANISHEFSKY

Providing Essential Tools For The Times

The Danishefsky Group • Merrill Lynch Global Wealth Management

In volatile economic periods like these, it's more important than ever to seek the finest expertise in wealth management and financial advice. That's why more and more families, individuals and businesses turn to the Global Wealth Management teams of Merrill Lynch. The Merrill Lynch Global Wealth Management group is a leading provider of advice-based wealth management services and products to individual clients and businesses. The group's business model is based on a network of some 16,000 financial advisors in more than 700 offices around the world, and on the one-to-one relationships they develop with their clients. Every aspect of a client's financial life is considered, enabling the financial advisors to become their clients' essential partners and to provide customized financial planning and wealth management advice, products and services.

Global Wealth Management serves the myriad needs of high-net-worth individuals and small- and mid-sized business owners. They also serve thousands of individuals through employee retirement plans that are administered and managed on behalf of corporations.

Total Merrill

A single phrase captures the essence of what the firm's financial advisors do every day: Total Merrill (SM). It represents the firm's integrating guidance with an unsurpassed range of products and services to provide clients with a lifetime of solutions based on each client's total financial picture—solutions that go well beyond investments.

Through vast resources at Merrill Lynch, Global Wealth Management's representatives offer a broad range of services. These include tax management, comprehensive financial planning, alternative investment tools (such as private equity and hedge funds), planning for retirement, mortgages and refinancing, and estate planning utilizing insurance and other tailored solutions. In addition, representatives work with business owners to assist them with their financing needs, such as lines of credit and day-to-day cash manage-

ment, as well as structuring 401K and pension plans.

Representative of Merrill Lynch Global Wealth Management advisors, and providing a glimpse into the services they offer, is the Danishefsky Group, consisting of three principals with a total of some 88 years in the financial services industry, plus two Client Associates.

The principals are

- Joel E. Danishefsky, International Wealth Management Advisor, First Vice President—Investments and Certified Financial Manager (CFM). With 48 years at Merrill Lynch, throughout his career, Joel values his long-term client relationships. Some of those relationships have included some of the major New Jersey regional banks. He does extensive multi-generational planning for high-net-worth families. Joel concentrates on various markets including equity, municipal bonds and options, and he directs the team's investment strategies.

- Shele D. Covlin, International Wealth Management Advisor, Vice President, Certified Financial Manager (CFM). With more than 24 years at Merrill Lynch, she assists clients with financial and estate planning, mortgages and refinanc-

ing, fixed income and mutual funds. Shele develops tailored strategies to help each client achieve their short and long term goals.

- Philip A. Danishefsky, International Wealth Management Advisor, Vice President, Certified Financial Manager (CFM) brings more than 18 years of experience in the financial services industry, the last fifteen with Merrill Lynch. He manages corporate, non-profit and high-net-worth clients with development of unique and highly tax efficient strategies to manage their financial needs.

"We focus on providing a variety of financial services to high-net-worth individuals, charitable foundations, pensions and successful business owners," notes Ms. Covlin. "I believe that the most successful wealth management plans have to consider the big picture. We strive to establish deep and valued relationships with our clients so we can fully understand their needs and aspirations.

"We also work on business succession planning," she says. "Passing the torch can be a very big concern to a business owner who worked long and hard to build a successful business. If there is no one lined up to fill his shoes when he would like to retire—or worse, if he is suddenly incapacitated—it can be a huge source of anxiety. Having a plan in place can alleviate much of that concern and allow the owner to focus on the business at hand. At the end of the day, being comfortable with one's finances provides piece of mind, and enables the person to sleep at night. That sense of service is very important to us."

“Whether it’s sitting down with a client and orchestrating a financial plan,” notes Philip Danishefsky, “providing the means for an efficient cash management strategy or assisting with the financing of property, our group strives to provide—and with the resources of our firm we do provide—well-thought-out solutions for our client,” he continues. “It’s all about the clients’ needs and doing our best to help them.”

The five members of the Danishefsky Group occupy a single space at the Merrill Lynch Financial Center, at 717 Fifth Avenue, in Manhattan. “We are all within earshot of each other,” says Joel Danishefsky, “which permits us to be more efficient and allows us to brainstorm more easily on behalf of our clients.” In addition, the group has convenient access within Merrill Lynch, often as close as down the hall, to a broad array of specialists who can provide counsel and expertise for clients in such areas as trusts and estate planning, retirement planning, life insurance, business financial services, mortgages, philanthropy and planned giving.

Family Enterprise

The three principals of the Danishefsky Group happen to be more than a professional family. They are a real family as well: father, son and daughter. Joel Danishefsky founded the group; Philip Danishefsky, following prior experience in the financial services industry, has been with Merrill Lynch for more than 15 years; and Shele Danishefsky Covlin, after prior work in the field, joined her father 24 years ago.

Market trends and events can have a significant impact on the recommendations and applications of the Merrill Lynch Global Wealth Management Group. For this reason, Merrill Lynch has invested considerable resources to developing technology to ensure the firm’s continuing high standards of performance and



Philip A. Danishefsky and Shele D. Covlin

availability for business-critical applications. The Global Wealth Management business is built on developing essential relationships between financial advisors and clients, and, increasingly, information technology is integral to that partnership. Likewise, the relationship of information technology with the line-of-business managers is critical to running the Global Wealth Management business. Merrill Lynch continues to invest in state-of-the-art technology to help raise the bar in aligning technology with the firm’s business, to better serve its representatives as well as its clients.

Global Wealth Management’s representatives are guided, as are all members of the Merrill Lynch organization, by the Merrill Lynch Principles. These include Client Focus, Respect for the Individual, Teamwork, Responsible Citizenship, and Integrity. Further, there is the Merrill Lynch Client Commitment, which is Client Dedication, Personal Service, A Financial Plan, Suitable Recommendations, Full Disclosure and The Integrity of Merrill Lynch. **M**

By Peter Haas

Shele D. Covlin
 The Danishefsky Group
 Merrill Lynch Global Wealth Management
 717 Fifth Avenue, Fifth Floor
 New York, NY 10022
 Tel: 212-415-7686 or 800-666-3035
 Fax: 212-415-7328
 shele_covlin@ml.com

“We focus on providing a variety of financial services to high-net-worth individuals, charitable foundations, pensions and successful business owners”