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PRESS RELEASE

## RJ & Makay's Billion Dollar Video Targets Merrill Lynch, B of A, Wachovia & AG Edwards Brokers

Last update: 4:31 p.m. EST Nov. 12, 2008

DENVER, Nov 12, 2008 /PRNewswire via COMTEX/ -- Financial sector recruiting firm RJ & Makay is capitalizing on the success of their recruitment video to Merrill Lynch financial advisors by launching a sequel. The videos are on pace to recruit away more than a billion dollars in assets from brokerage firms in the 4th quarter this year.

The newest video was released on Thursday. It targets all financial advisors but specifically appeals to Merrill Lynch (MER) and Wachovia (WB) financial advisors who are deciding between a retention package and a transition package (among other considerations).

Bank of America (BAC) announced their retention package to Merrill advisors a week ago last Friday. Wells Fargo (WFC) has yet to announce the retention package they will offer Wachovia/AG Edwards advisors.

The video can be viewed on YouTube or on the RJ & Makay website. A direct link is: <http://www.rjandmakay.com/featured-video>

"The videos are generating many inbound calls from financial advisors that are ready to move. From these, we already have advisors representing over \$600 million in assets we are slating start dates for," says RJ & Makay CEO Darin Manis. "When we total the assets from the advisors we are now currently working with (who have contacted us after watching one of the videos) it is in the billions."

The new video is entertaining and fast paced. It covers JP Morgan Chase (JPM), Bear Stearns, Fannie Mae (FNM), Freddie Mac (FRE), Lehman Brothers, Warren Buffet, Goldman Sachs (GS), AIG (AIG), WaMu, Wachovia (WB), Wells Fargo (WFC), John Thain, Ken Lewis, BofA (BAC), Merrill Lynch (MER), Morgan Stanley (MS), Mitsubishi (MTU), Ben Bernanke, Henry Paulson, the government bailout, executive greed, executive kool-aid dispensers and dealing with recruiters.

"A lot of advisors have commented on our artistic expression of Bank of America CEO Ken Lewis trying to ride the Merrill Lynch bull," says Manis. "This has been such a tough year for the financial services industry we thought we would try to do a video that was a bit more fun than the first one."

About RJ & Makay

RJ & Makay is a financial recruiting firm exclusively servicing the financial sector. About half of the financial firms in the Fortune Top 100 utilize RJ & Makay for various recruiting and consulting services. To learn more visit [www.rjandmakay.com](http://www.rjandmakay.com).

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