Contact: Schechter Financial Group Release: Immediately

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SUBJECT: SCHECHTER FINANCIAL GROUP HIRES MARKETING DIRECTOR

BIRMINGHAM, Michigan (February 10, 2005)---Schechter Financial Group, of Birmingham, Michigan, has hired Brooke Sheldon as its new marketing director. With the growth of Schechter Financial Group a new position of marketing director has been created.

Sheldon has been working in the marketing field since 1997 having worked in Washington DC with The Dutko Group, Hayes Domenici and Associates and for Former First Lady Barbara Bush. After moving back to Michigan in 2003 she worked as a tournament manager for the 35th Ryder Cup matches.

Marc Schechter, (Executive Vice President, Schechter Financial Group) , said “we are delighted to be able to attract such a talented individual.”

“Our extraordinary growth has created a need for in house marketing capabilities. Sheldon will be able to strategically lead our marketing efforts.”

Headquartered in Birmingham, Michigan, Schechter Financial Group, founded in 1939, has been serving the needs of high net worth individuals and their families, through insurance, estate planning, and wealth transfer planning, as well as health insurance and employee benefit management for organizations. Today, Schechter Financial Group consists of 30 individuals, including lawyers, CPA's, MBA's and individuals who have built and run businesses in a number of different industries. Schechter Financial Group consists of three distinct divisions: Schechter Insurance Advisors, Schechter Benefits Advisors, and Schechter Wealth Strategies.

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