

April 27, 2014

Dr. Hal Raveché Joins Beneficial Holdings Board of Directors

Tech innovation and entrepreneurship expert brings global ties.



Dr. Hal Raveché (center), attending a recent conference in Taipei, Taiwan, speaks with businessmen Wang Zhenhua (left) and John Hsuan. Photo: K.Y. Lai

NEW YORK, NY, April 27, 2014 -- Beneficial Holdings, Inc. announced on April 22, 2014, the appointment of **Dr. Hal Raveche** as an independent member of its Board of Directors.

Beneficial announced Dr. Raveché's appointment along with several other prominent additions to its Board.

Harold J. Raveché, Ph.D. is President of Innovation Strategies International, LLC (www.innostrategies.com), with projects in Asia, Latin America and India. Dr. Raveché serves as Founding Board Director of Vision Technology Systems (www.vt-systems.com), the US Division of Singapore Technologies and Founding Director of Biogen (www.biogendr.com), which manufactures patented technology that converts

biomass to synthetic gas for production of electric and thermal energy. He served previously as President of Stevens Institute of Technology, an innovative global institution of higher learning based in Hoboken, N.J.

Dr. Raveché and other new Board members will take office on July 1, 2014.

Joining Dr. Raveché as independent members of the Beneficial Holdings Board of Directors are Allen Boston, CPA, a retired partner at Ernst & Young; Norman Melnick, a retired inventor, entrepreneur and investor, who was formerly the CEO of Penntech, Inc.; Michael J. Petersen Esq., a partner in the law firm of Shulman Hodges & Bastian LLP, Irvine, Calif.; and Larry Newman, Ph.D., Co-Executive Director of the Executive Center for Education and Development at Rider University, and formerly the Dean of Rider's College of Business Administration.

Commenting on the additions to the company's Board of Directors, Beneficial Holdings Chairman, President and CEO, Gregory N. Senkevitch, said: "These appointments are part of our plan to increase our governance profile, add depth to our stature in the business community and expertise in areas of technology, sustainability and best practices. Each of these appointees has tremendous accomplishments in their area of excellence. I have had a business or professional relationship with each of them over an extended period of time and their appointment to the Board reflects my continued trust in their guidance and global insights."

About Innovation Strategies International

A consulting group that seeks to bridge the gap between the inventiveness of academia and the innovativeness of the marketplace, Innovation Strategies International, LLC (ISI) was launched 2010 by an expert in the field, Dr. Harold J. Raveché. The ISI mission: To enable companies, universities and government agencies create higher value for their stake holders and constituencies through the customized design and implementation of entrepreneurship and innovation in their organizations.

Tranquility49, the "communications boutique for the 21st century," is a broad-spectrum media-communications firm located in the heart of New York City. For more information, please visit www.tranquility49.com