

## FOR IMMEDIATE RELEASE

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## MCGINN MCKEAN O'NEILL ANNOUNCES THE AVAILABILITY OF THEIR CORE EQUITY STRATEGY ON ADHESION TECHNOLOGIES' WEALTHADV PLATFORM

### McGinn's strategies employ contrarian value style for long term holding with low turnover

(Alexandria, VA)- March 12, 2008- McGinn McKean O'Neill, an investment management firm working with high net worth families and individuals since 1991, has made its previously proprietary investment portfolio available to independent advisors via Adhesion's WealthADV. McGinn has been consistently producing top quartile performance as measured by Wilshire Associates and PSN / Informa. McGinn's performance records are in compliance with the CFA Institutes Global Investment Performance Standards (GIPS).

"Until recently, McGinn's strategies were only available directly through the firm", remarks Rich Conley, SVP of Sales at Adhesion. "Now, with WealthADV, advisors gain access to the strategies without the need to open a separate account with McGinn, without the firm's account minimum restrictions, and regardless of which custodian they use (e.g., Schwab Institutional, TD Ameritrade Institutional, Pershing, or Fidelity)."

Bernard McGinn, founder and the CEO noted, "We really like the WealthADV managed service model for RIAs. With WealthADV RIAs can begin to utilize our strategies with a simple 'check of a box', versus going through the process of engaging us to provide the actual portfolio management for each account. It is a win-win for both the RIA and McGinn."

### **McGinn Investment Philosophy**

McGinn primarily utilizes core management techniques to help identify sound investment opportunities. The firm can be characterized as a large cap core manager with a value bias, and believes that the best way to preserve capital is by growing it through the identification and purchase of large capitalization companies whose securities are undervalued relative to their long-term earnings prospects or asset value. This investment strategy includes identifying low valuation ratios including Price/Earnings, Price/Cash Flow, Price/Book Value, and Price/Dividend. The firm invests solely in large capitalization stocks since large-cap stocks have the benefit of generally providing a "margin of safety" of investment. The firm tends to look for potential contrarian investment opportunities, where prospective purchases are the misunderstood victims of short-term investors, or objects of misplaced fear. By implementing these strategies our portfolio has consistently beat the S&P 500 in the 1, 3, 5, 7 and 10 year time horizons. McGinn portfolios are concentrated with about 23 equities and our turnover is low, at about a third a year.

### **About Adhesion Technologies**

**WealthADV is a comprehensive Managed Investing service**, delivering the complete client reporting, back office and managed account solutions RIAs need for growing successful practices. For more information regarding WealthADV please visit with us at [www.WealthADV.com](http://www.WealthADV.com), or contact Rich Conley at [rich.conley@wealthadv.com](mailto:rich.conley@wealthadv.com) or 888.295.8351.

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