

FOR:
BENEFICIAL HOLDINGS, INC.
(OTCPK: BFHJ)



Real Estate
Financial Services
Energy Management

CONTACT:
GREG McANDREWS & ASSOCIATES
Gregory A. McAndrews
(310) 804-7037
greg@gregmcandrews.com

**BENEFICIAL HOLDINGS APPOINTS INDEPENDENT PUBLIC ACCOUNTANTS;
INVESTOR RELATIONS FIRM**

Montvale, NJ, January 31, 2013 – Beneficial Holdings Inc. (OTCPK: BFHJ) today announced the appointment of GBH CPAs, PC of Houston, TX as the Company’s independent public accountants and has engaged them to perform an examination of the Company’s financial statements for the years ended December 31, 2011 and 2012. Additionally, the Company has appointed Greg McAndrews & Associates of Alexandria, VA as the Company’s investor relations firm.

Gregory N. Senkevitch, Chairman, President and Chief Executive Officer, stated: “These two professional firms will assist us in our corporate governance and assurance functions. The appointment of GBH and McAndrews is an integral part of plans to establish a solid footing for our company,” he said.

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ABOUT BENEFICIAL HOLDINGS, INC.

Beneficial Holdings, Inc. is a holding company seeking to acquire and invest in operating service-oriented businesses in the real estate, financial services and energy management sectors. For more information on the Company please visit our web site at www.beneficial-holdings.net .

FORWARD-LOOKING STATEMENTS

This news release may contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. As a general matter, forward-looking statements reflect our current expectations and projections relating to our financial condition, results of operations, plans, objectives, future performance and business. These statements may be identified by the use of forward-looking terminology such as "may", "will", "expects", "plans", "estimates", "anticipates", "projects", "intends", "believes", "outlook" and similar expressions.

The forward-looking statements contained in this news release are based upon our historical performance, current plans, estimates, expectations and other factors we believe are appropriate under the circumstances. The inclusion of this forward-looking information is inherently subject to risks and uncertainties, many of which cannot be predicted with accuracy and some of which might not even be anticipated. Future events and actual results, financial and otherwise, may differ materially from the results discussed in the forward-looking statements. Statements regarding the following subjects, among others, may be forward-looking: our business and investment strategy; our projected operating results; estimates relating to our ability to make distributions to our stockholders in the future and economic trends and economic recoveries.

All information in this release is as of January 31, 2013. The Company does not undertake a duty to update forward-looking statements, including its projected operating results.

Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this news release. The Company may, in its discretion, provide information in future public announcements regarding its outlook that may be of interest to the investment community.

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