



E. MAGNUS OPPENHEIM & CO., INC.

14 East 38th Street
New York, NY 10016-0005
212-983-1818
www.emagnus.com

REGISTERED INVESTMENT ADVISOR

MEMBER: FINRA AND SIPC

This brochure provides information about the qualifications and business practices of E. Magnus Oppenheim & Co., Inc. If you have any questions about the contents of this brochure, please contact us at 212-983-1818 and/or info@emagnus.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about E. Magnus Oppenheim & Co., Inc. also is available on the SEC's website at www.adviserinfo.sec.gov.

Our SEC designation as a RIA permits us to operate as an investment advisor and manager, but does imply a certain level of skill and training. The company's brochure, among other information, provides educational training, investment experience and related qualifications of all associates.

December, 2010



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- INVESTMENT MANAGEMENT AND RESEARCH | INVESTMENT COUNSEL | REGISTERED INVESTMENT ADVISOR
 - | MEMBER : FINRA AND SIPC | ADVISOR: E.M.O STERLING RETURN LT FUND

We invite you to learn about the many advantages offered by investing with E. Magnus Oppenheim & Co., Inc. If you feel we are an appropriate fit for your investment needs, please contact us at (212) 983-1818 or fill out the Request Information form. We look forward to hearing from you.

Sincerely,

A handwritten signature in cursive script that reads "E. Magnus Oppenheim".

E. Magnus Oppenheim
President

* Member of SIPC. Securities in your account protected up to \$500,000. For details, please see www.sipc.org.

This presentation has been prepared solely for informational purposes. The information is not intended to be, and shall not constitute, an offer to sell nor a solicitation of an offer to buy any security. No specific investment advice is being provided to any individual viewing the content of this site. An investment in corporate stocks or bonds involves risks including possible loss of principal.



ADVANTAGES

Compare E. Magnus Oppenheim & Co., Inc.

\$25 Million Total Anti-Fraud Account Protection (\$500,000 from SIPC, including \$100,000 for claims of cash, and \$24.5 million of private excess-SIPC coverage.) This does not safeguard against market loss.	✓
Commission Discount/Advisory Fee Credit	✓
Gains and Losses Schedule-- For Tax Planning and Filing	✓
Personalized Professional Investment Management	✓
Unbiased Investment Advice	✓
Highly-Detailed/Concise Monthly Statement	✓
Efficient Transaction Processing	✓
Annual Brokerage Account Fee	✗
Annual IRA Account Fee	✗
Handling Fee	✗
Inactivity Fee	✗
Postage Fee	✗
Check Issue Charge	✗

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INVESTMENT PHILOSOPHY

Fundamentals-Based Research Style Emphasizes Value and Special Situations

For over four decades, E. Magnus Oppenheim & Co., Inc. has specialized in institutional investment research – concentrating on fundamental, in-depth analysis of securities in search of investment opportunities for capital appreciation.

Investment conditions sought are:

1. Dynamic changes in a company that will positively benefit profits and dividends, such as strategic restructuring, acquisition or break-up (i.e. spin-off)
2. A stock whose market price severely undervalues company assets, recognition of which will eventually trigger a higher stock price
3. A well established company that our research, analysis and valuation determines to be out of favor due to non-company specific factors.

Our investment decisions are based on fundamentals, so we aggressively pursue the search for undervalued situations when stock prices are depressed. Since the investments we select are usually in situations whose dynamics may evolve over a one-, two- or three-year duration, long-term capital appreciation is the norm. However, should our price target be reached sooner, we may opt to take profits and realize short-term capital gains.

Our research efforts are usually, but not exclusively, concentrated on larger companies (NYSE and NASDAQ-listed) with broad stock capitalization and sufficient industry and corporate information readily available for thorough analysis.

Conservation of capital is a basic tenet of the E. Magnus Oppenheim & Co., Inc.'s investment philosophy and stock selection process. We therefore do not engage in risky strategies such as trading, short-selling, buying on margin, or speculating in derivatives. Our portfolio management approach utilizes diversification to help control the risk that is always present in stock market investments. In addition, to maximize total investment return, some dividend yield is sought whenever possible.

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FEES

Investment Management Fees are Modest

Fees for personal investment management, financial consulting and investment research services are reasonable and modest. Portfolio and investment management fees for stock accounts are computed as a percentage of total assets (securities and cash) under management, payable quarterly, with a \$1,875 minimum annual fee. Under certain circumstances, professional investment management fees may be deductible for income-tax purposes. Clients may terminate the arrangement following agreed upon notice and satisfaction of the fee arrangement.

Fees

From \$150,000 up to and including \$750,000	1 ¼%
From \$750,001 up to and including \$100,000,000	1%
From \$100,000,001 to \$500,000,000	7/8%
Above \$500,000,000	¾%

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ABOUT US

E. Magnus Oppenheim & Co., Inc. has been a trusted advisor to individual investors, institutions, trusts, foundations and pension plans for over forty years. Incisive research, exemplary customer service and attention to detail are the hallmarks of our company since its beginnings.

Founded in 1971 by E. Magnus Oppenheim and based in New York City, E. Magnus Oppenheim & Co., Inc. is committed to building strong relationships, many of which include third- and fourth-generation clients.

Our People

Our mission is to steadily increase our client's assets while mitigating the risks associated with any stock market investment. Our staff adheres to the highest standards of ethical conduct, and has earned the trust of our clients over the decades for reliable and competent advice.

Our investment staff's education and professional credentials speak to their commitment to excellence. They have over 65 years of combined investment management experience.

Our administrative team has extensive background in customer service, and provides our clients with prompt assistance.

To find out more about our personnel and read their biographies, see their names in the section 'about us.'

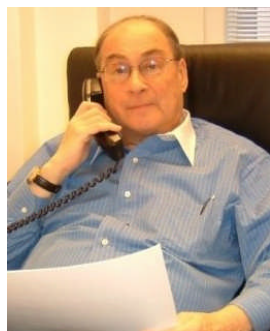
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E. MAGNUS OPPENHEIM – PRESIDENT
SIMEON OPPENHEIM, CFA – SENIOR INVESTMENT ANALYST
SALMA ABDULLA, CFA – ASSOCIATE PORTFOLIO MANAGER AND SENIOR ANALYST
LONETTE DURRANT – ADMINISTRATOR

OUR PEOPLE:



E. Magnus Oppenheim
President and Chief Investment Officer

Mr. Oppenheim founded the predecessor to E. Magnus Oppenheim & Co., Inc. in 1971. He is also President of E.M.O. Asset Management, Inc., the General Partner of the E.M.O. Sterling Return LT Fund. Mr. Oppenheim's involvement in equity research and portfolio management spans five decades, displaying an uncommon amalgamation of investment and entrepreneurial achievement. Prior to founding the firm, Mr. Oppenheim was a General Partner at S.D. Cohn & Co., Inc., member New York Stock Exchange, where he was Director of Institutional Research.

Mr. Oppenheim completed all coursework and exams except orals and dissertation towards a Ph.D. in economics and finance at the New York University Graduate School of Business Administration. Mr. Oppenheim received his M.A. in Economics from the Graduate Faculties and his M.B.A. in Finance from the Graduate School of Business, both of Columbia University. He earned his B.A. *cum laude* from the College of the City of New York, where he was also recipient of the Eibschutz Scholarship and the New York Foundation Award.



Mr. Oppenheim has authored articles on economics and finance published in the Journal of Commerce and Banker's Monthly Magazine.

Professional Affiliations

Member, New York Society of Securities Analysts
Executor, Estate of Evelyne T. Pontone

Previous Professional Affiliations

Vice-Chairman, Alliant Computer Systems Corporation Creditors Committee
Member, The Association for Investment Management and Research (now CFA Institute)

Not-For-Profit Affiliations

President, E. Magnus Oppenheim Foundation
Trustee, Evelyne and Lillian Pontone Charitable Trust
Director, Manhattan Day School
Director, The International Synagogue – JFK Airport
Member, Advisory Council, New York Board of Rabbis
Member, Advisory Council, The Wall Street Synagogue
Director, Ariel-United Israel Institutions

Previous Not-For-Profit Affiliations

Director, Union of Orthodox Jewish Congregations of America
Chairman, Salute to Israel Parade Finance Committee
Chairman, Yeshiva Rabbi Moshe Soleveichik Alumni Committee
Member, New York City Port Council for Development and Promotion
Chairman, 66th Assembly District Democratic County Committee
Alternate Delegate, 1976 Democratic National Convention
Observer, 1978 White House Conference on Balanced Growth and Economic Development
Director, Religious Zionists of America



Simeon Oppenheim, CFA
Senior Investment Analyst

Simeon is an assistant portfolio manager, conducts research on equities and alternative investments, and assists in developing and maintaining client relationships. Prior to joining E. Magnus Oppenheim & Co., Inc., Simeon was an associate analyst helping cover the retail industry at FTN Midwest Research in Cleveland, Ohio. Earlier in his career, Simeon gained experience serving high net worth individuals, trusts and pensions, as a Portfolio Manager in the Trust department at US Bank, N.A. in Cincinnati, Ohio. Simeon started his career at Veronis, Suhler, Stevenson in New York, conducting research on media industry mergers and acquisitions, where he was promoted to Research Manager.

Simeon holds a B.A. from Yeshiva University, and is a Chartered Financial Analyst (CFA) charterholder.



Salma Abdulla, CFA
Associate Portfolio Manager and Senior Analyst

Salma joined the firm in 2005 and is responsible for conducting equity research. Prior to joining E. Magnus Oppenheim & Co., Inc., Salma worked as a Proprietary Futures Trader at Penson GHCO, clearing member of the Chicago Board of Trade.

Salma received a Master of Science degree from the London School of Economics and Political Science (2003) and earned a Bachelor of Commerce degree from McGill University (2002). She is a Chartered Financial Analyst (CFA) charterholder.



Lonette Durrant
Administrator

Lonette joined E. Magnus Oppenheim & Co., Inc. in 2008 as an Administrator. Previously, she had nine years of experience as an Administrator with AXA Advisors and MSL Financial Services.

Lonette is currently pursuing a Bachelor of Arts degree at Fordham University.

REQUEST FOR INFORMATION

Request:

What would you like?

Personal Info

Title ☐ Dr. ☐ Mr. ☐ Mrs. ☐ Ms. ☐

First

Last

Company

Street Address

Address Line 2

City

State / Province / Region

Postal / Zip Code

Contact Info

Phone - -

Fax - -

Additional Notes

Comment

We are committed to protecting the confidentiality of all your personal and financial information. E. Magnus Oppenheim & Co., Inc. will not sell or disclose to any non-affiliated third parties your personal information.

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