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Bristol Financial Services Addresses Trend by Helping Families Better Prepare To Care for Aging Demographics

Long Island, NY, December 15, 2009. Bristol Financial Services today announces a strategic alliance with LifeCare Gateway, an innovative practice management solutions provider that helps tackle the financial and emotional risks associated with caring for aging loved ones.

“People are living longer and often need help from family during their end stages of life. This is an important new issue impacting baby boomers’ retirement and financial plans,” explains Michael Hartzman, CFP® , President, Bristol Financial Services. “By teaming with LifeCare Gateway, we can help families prepare for those responsibilities and have the resources and support they need to make care decisions when needed,” he adds.

Bristol Financial Services and LifeCare Gateway can help families find quality care providers anywhere in the U.S., get educated on the issues, and identify solutions addressing their unique life challenges.

“Americans over the age 85 are now the fastest growing segment of our population and as a result more than 39 million people will have care responsibilities over the next ten years,” says Randy Bradley, President and CEO, LifeCare Gateway, LLC. “We are delighted to have Bristol Financial Services as part of our growing network of providers helping families become better prepared for the realities associated with aging demographics,” he adds.

To learn more about how your life care responsibilities may impact your financial and retirement plan, please contact Michael Hartzman at 516.349.5555 or e-mail michael@bristolfinancialserv.com

About LifeCare Gateway

LifeCare Gateway is a privately held company that provides retirement and marketing solutions to Broker Dealers and financial advisors. LifeCare Gateway offers a practice management tool that integrates into the existing wealth management platform used by advisors to simplify the complicated decisions associated with LifeCare challenges and other retirement related issues such as liquidity, income and protection. For more information visit www.lifecaregateway.com or contact Bob Aller, Chief Operating and Marketing Officer. 800-275-3980 ext. 709. bob@lifecaregateway.com

About Bristol Financial Services

Bristol Financial Services is a boutique Financial Advisory Firm started in 1996 by Milton Koenigsberg. He was joined by partner, Michael Hartzman, in 2000. The Firm manages in excess of \$200 million and specializes in holistic financial planning, investment management and retirement services.