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Communications

Press Release

Investor Analytics wins Risk Magazine's 'Software Product of the Year 2010' Award

Company reports 75% increase in business in 4th Quarter of 2009

***New York, NY,* January 14, 2010** — Investor Analytics, a global leader in risk measurement and risk management solutions for asset managers and asset owners, announced today that it is the recipient of *Risk* Magazine's, '**Software Product of the Year 2010' Award**. In their seventh year, the ***Risk* Awards** recognize excellence and innovation in the fast-changing risk management sector. Simultaneously, Investor Analytics reports that new business increased 75% in the fourth quarter of 2009. IA's new mandate wins come from a diverse client base including pension funds, financial institutions, hedge funds, risk consultants, third party administrators and funds of managed accounts.

Damian Handzy, Chairman and CEO of Investor Analytics said, "We are truly honored and very pleased to receive this recognition by a leading authority on risk management. We continue to distinguish ourselves as the leading source of market risk intelligence through our research, thought leadership and innovation and we are very excited about the ever growing acceptance of our risk transparency solutions. IA's platform and ethos continues to demonstrate that we are at the forefront of the industry."

Michael Poisson, Chief Sales and Marketing Officer of Investor Analytics on the topic of IA's rapid business growth said, "This significant increase is attributed not only to IA's dynamic platform as recognized by *Risk* Magazine, but is coupled with last year's dramatic marketplace events. The debate still continues over whether managers have appropriate controls in place to safeguard their investments and provide their investors with true and accurate risk transparency. This trend will continue to develop and gain momentum for the foreseeable future."

Risk Magazine cited IA's unique union of innovative quantitative models with behavioral economics, intuitive user interface, data management capabilities and very high customer satisfaction in its decision to select Investor Analytics. Among IA's differentiating capabilities are models developed by Dr. Andrew Lo, Harris & Harris Group professor of finance at the MIT Sloan School of Management. The integration of these approached has "raised the bar in the theory and practice of financial risk management," Dr. Lo told Risk. The magazine also points to IA's clients and partners including Bank of New York Mellon and Mount Lucas Management having chosen IA because of its usability and robust analytical power.

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Last year, Investor Analytics and BNY Mellon distributed their Report entitled, "*Tomorrow's Risk Management: How behavioral economics, cognitive studies and complexity science add up to more than their own sum*". The Study recommends that those managing risk – whether asset owners or asset managers – incorporate lessons of known human biases into market stress tests and scenarios." The Bank of New York Mellon and Investor Analytics announced their strategic alliance in June 2009 to provide enterprise – wide risk management and reporting.

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Notes to Editors:

Investor Analytics LLC, headquartered in Berkeley Heights, New Jersey with offices in Midtown Manhattan, has been providing portfolio and risk management services to the investment management industry since 1999. Investor Analytics employs proprietary methodologies to analyze complex investment portfolios of hedge funds and fund of hedge funds and provides clients with a suite of risk and transparency analyses. Damian Handzy is Chairman and CEO.

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