



InfoHedge Expands Management Team – Hires PAA’s CTO

NEW YORK, December 6th, 2010 – InfoHedge Technologies, a leading provider of IT services and solutions to the alternative investment industry announced the appointment of Alex Zhivov as a Managing Director of Product Engineering.

Alex joined InfoHedge in October of 2010. He is responsible for overseeing all product management and engineering initiatives along with client feedback for product improvement, research, and development. Alex’s entire career was spent on the business and technology sides of the Hedge Fund industry including an 8 year stretch at UBS Prime Brokerage group. Alex also served as a CTO of Principled Asset Administration, a multi-billion dollar hedge fund, for 3 years prior to joining InfoHedge.

“We are excited to welcome Alex aboard,” said Alexander Kouperman, founding principal and President of InfoHedge, “as we continue to improve our product. InfoHedge made a strong commitment to deliver ‘best of breed’ private cloud infrastructure to its clients via a single custody model five years ago, and we are delivering on our promise. Alex will work directly with clients and our R&D team to make sure that InfoHedge Hosted Platform™ meets the needs of our client community”

“InfoHedge’s single custody private cloud model is unique. We do not outsource any of the services we deliver the way our competitors do by reselling third party products as their own.” said Michael Curry, Managing Director of Client Services at InfoHedge. “After spending 10 years working at a competing integrator I realized that the traditional systems integration model is obsolete.”

About InfoHedge

InfoHedge Technologies (www.infohedge.net) is a leading provider of IT services and solutions to the alternative investment industry. InfoHedge is focused on delivering InfoHedge Hosted Platform™ as a cost-effective, enterprise grade alternative to traditional IT infrastructure. Our product enables alternative investment firms to access a robust platform with embedded Compliance, Disaster Recovery, Market Data, FIX Connectivity, File Storage, Remote Access, Messaging, Monitoring, and Third Party Applications on subscription basis with 24/7 support. InfoHedge offers systems integration services in the portfolio accounting, reference data, risk management, and trade execution areas. InfoHedge client base consists of hedge funds, fund administrators, broker dealers, fund of funds, exchanges, and investment advisors with a combined AUM of over \$300BB.

About InfoHedge Hosted Platform™

InfoHedge Hosted Platform™ delivers enterprise grade technology platform over the wire from SAS 70 Type II facilities on a flat fee subscription basis. Embedded Disaster Recovery & Compliance features coupled with our standard Due Diligence Reply document will enable you to put investors at ease as well as serve as a comprehensive tool during a potential regulatory or registration process with SEC, FINRA, SIPC, MSRB, NFA and other agencies. The product is designed to deliver optimal TCO, ease of relocation, highest level of security, and does not require an initial capital investment into

server systems. InfoHedge is a Single Custody Provider and does not outsource any of the product features, all systems are owned, designed, and operated by InfoHedge.

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