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Hedge Connection CEO, Lisa Vioni to Chair the FRA *Marketing and Client Service for Hedge Funds* Conference

- First of its kind event to be held in New York on February 11-12, 2008

NEW YORK, February 6, 2008 – Hedge Connection Inc. (“Hedge Connection”), the first internet-based research and networking platform for hedge funds and qualified investors, today announces that CEO, Lisa Vioni will Chair the Inaugural *FRA Marketing and Client Service for Hedge Funds Conference*. Ms. Vioni will also moderate a panel discussion on the first day of the conference discussing the issues to be considered when hiring an internal marketer or a third party marketer.

Ms. Vioni served in marketing and sales capacities throughout her successful Wall Street career. Her perspective on the requirements of effective marketing and client service effort were honed from working for both a start-up and an established hedge fund. She took that experience and launched two successful businesses focused on helping hedge fund managers and investors interact more efficiently.

The *Marketing and Client Service for Hedge Funds Conference* brings together all market participants – hedge funds, investors and intermediaries – to discuss expectations and best practices. Representatives from family offices, fund of funds, prime brokers, hedge funds, third party marketers and communications professionals will participate in panel discussions on a range of topics including:

- *The fund of funds investor perspective on the manager selection process*
- *Incubation and seeding: what are the incubators and allocators looking for?*
- *Keys to developing effective marketing materials for capital raising*
- *Keys to presenting your marketing materials*
- *Attracting family offices, high net worth individuals, foundations and endowments*
- *Prime Broker selection process and how to get the most out of cap-intro*
- *Effectively responding to RFPs.*

Further information on the event and all other FRA events can be found at <http://www.frallc.com>.

About Hedge Connection:

Hedge Connection is the first and only internet-based platform that offers hedge funds direct access to a membership of "opt-in" qualified active hedge fund allocators. Investor members join for free and can review videos and presentation materials from Hedge Connection's hedge fund membership. All members receive invitations to member's only events and partner discounts. Learn more and *Join the Club* at www.hedgeconnection.com.