

Hedge Connection Launches New Hedge Fund Membership Options

Hedge Connection launches three new membership packages including dedicated Emerging Manager Launch package. IMR events now integrated with Hedge Connection as HedgeEvents.

NEW YORK, November 18, 2009 – Hedge Connection Inc. (“Hedge Connection”), the hedge fund marketing and events platform, today announces the launch of three distinct marketing packages to help hedge fund members enhance their marketing effort.

The launch of the membership packages coincides with the redesign of the Hedge Connection website. The three membership options offer targeted, valuable marketing assistance to managers at all stages of their growth cycle. Hedge Connection operates as an independent consultant providing access to a series of powerful marketing platforms. The packages include:

- * **New Launch/ Emerging Manager Package**, providing access to dedicated investors in early stage managers, access to events and a suite of marketing services;
- * **Executive Membership Package**, offering access to investor members, unlimited access to Hedge Connection’s independent cap-intro events and customized marketing assistance on the platform.
- * **Free Posting Member**, offering exposure to all Hedge Connection investor members and preferred access to all Hedge Connection events.

Ms. Lisa Vioni, President and CEO of Hedge Connection commented, *“Only Hedge Connection offers integrated packages and the tools that funds need to be successful. While the investment environment is beginning to thaw, it still remains extremely difficult to raise capital. We caution managers against providers that offer “silver bullet” solutions. There is no such thing. Hedge Connection has a sterling industry reputation and offers proven marketing counsel and access to a network of active investors that can help you build your hedge fund business.”*

The Hedge Connection marketing platforms include:

- * Web-based network of qualified, opt-in investors and hedge fund managers
- * High-quality, engaging independent “Cap-Intro” events
- * Marketing consulting and brand-building services

To learn more and/or register for an upcoming event: <http://www.hedgeconnection.com>.



About Hedge Connection:

Hedge Connection has been helping managers and investors through web-based research, events and advisory work since 2005. 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 gain access to detailed information on hedge fund members. All members receive invitations to member's only events and partner discounts. Learn more and *Join the Club* at <http://www.hedgeconnection.com>.

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