



Hedge Connection Inc.

Lisa Vioni, President

(917)756-1328

lvioni@hedgeconnection.com

HedgeConnection.com Launched to Revolutionize Hedge Fund Marketing

- *The first interactive web-based investor marketing service for hedge funds and qualified investors*
- *Fixed annual subscription fee for hedge funds; free for qualified investors*
- *Hedge funds view 3 investors with free 30-day trial*

October 11, 2005 -- New York, NY -- Hedge Connection Inc. ("Hedge Connection") today announces the formal launch of its web-based investor marketing service, www.hedgeconnection.com. Hedge Connection is the first service available that encourages direct interaction and provides, subject to certain safeguards, unobstructed flow of information between hedge funds and investors.

Hedge funds are charged a fixed annual fee to gain direct access to investors with no commission on the back-end. Qualified investors join for free and gain access to detailed information on hedge fund members. The *HedgeConnection.com* dual search engine allows hedge funds to contact a database of qualified investors that match their search criteria, and enables qualified investors to search for hedge funds that match their specific parameters. There are currently over 450 investors on the site representing 27 countries and comprised of 45% Funds of Funds, 40% Family Offices with the remaining 15% including Endowments, Pension Funds, Advisers and High Net Worth Individuals. This number is increasing each week as new investors sign up and are approved for the site.

Lisa Vioni, founder and President of Hedge Connection Inc., said, "*HedgeConnection.com* addresses a clear need in the hedge fund industry. Investors want access to a broad range of investment opportunities, and hedge funds seek more efficient access to capital without expensive intermediaries. *HedgeConnection.com* improves the current cap-intro model and will enable both emerging and established hedge funds to more effectively manage their capital raising efforts."

Free 30-day Trial

Hedge Connection provides hedge funds the ability to meet qualified investors efficiently and discreetly, free from third party interference or expectation of future incentive payments. Prior to joining hedge funds are encouraged to participate in a 30-day free trial which includes 3 free investor views.

About Hedge Connection

Hedge Connection Inc. was founded by Ms. Lisa Vioni, a veteran of Wall Street and hedge fund marketing. Vioni spent eight years in MBS institutional sales at Prudential Securities and Lehman Brothers after which she headed up marketing and capital raising efforts at Singleterry & Company and Ellington Management Group. In June 2003, Vioni formed IMR, a boutique firm specializing in cap-intro events for emerging hedge fund managers. Vioni began designing Hedge Connection in October 2004 and launched in October 2005. Further information, including access to a virtual tour and the information on the 30-day trial can be found at www.hedgeconnection.com.