

## **Hedge Connection's Hybrid Platform Selected by M.S. Howells & Co. to Provide Outsourced Marketing Support for Hedge Fund Clients**

*MS Howells Clients Increase Marketing Reach Through Direct Access to Hedge Connection's Opt-in, Pre-Qualified Investor Members*

NEW YORK, November 8, 2007 – Hedge Connection Inc. (“Hedge Connection”), the first internet-based research and networking platform for hedge funds and qualified investors, today announced that M. S. Howells & Co., (“MSH”) a provider of specialized prime brokerage and hedge fund services, has selected the Hedge Connection Hybrid platform to help its clients improve their marketing efforts.

The Hybrid platform enables MSH to control and regulate the access of their clients to Hedge Connection’s investor networking platform. MSH clients will be extended an invitation to register their fund on Hedge Connection’s password protected networking platform for no charge. Once registered on the platform Hedge Connection investor members can then view the fund's profile. In addition, MSH clients will enjoy the benefits of Hedge Connection membership including access to the patent pending, investor search feature and invitations to private networking events and breakfast seminars hosted by Hedge Connection.

Hedge Connection and MSH have worked together closely since the launch of Hedge Connection in 2005. *"We have a great working relationship with the Hedge Connection team and have watched the development of the product closely since their launch. We are pleased to offer our clients this valuable service,"* commented Ms. Katrina Santa Maria, Director of Prime Brokerage at M.S. Howells & Co.

*"Capital Introduction is often cited by hedge fund managers as the leading source of disappointment. We made a decision early on to focus on the areas where we deliver value to our clients – portfolio reporting, technology, execution services and hedge fund start-up services. Partnering with Hedge Connection gives our clients access to qualified investors and our team access to Lisa and her group that have a proven industry track record. We can deliver value to our clients while focusing on the areas that we know well,"* added Mark Howells, CEO of M.S. Howells & Co.

Commenting on the agreement, Ms. Lisa Vioni, President of Hedge Connection said, *"We are pleased to welcome M.S. Howells and its clients to our platform. There is considerable momentum behind our service as Prime Brokers and Agency Brokers recognize the challenges and conflicts of developing internal capital introduction capabilities. Hedge Connection can help augment an existing cap-intro platform or act as a cap-intro alternative for Prime Brokers. Hedge Connection provides a secure and efficient channel to help hedge fund managers build out their network of investor relationships."*

**About M.S. Howells & Co.:**

M.S. Howells & Co. is a boutique institutional broker-dealer based in Scottsdale, Arizona. M.S. Howells & Co. services a select group of institutional and corporate clients, providing them with research, trading, prime brokerage, hedge fund infrastructure and investment banking services. Additionally, the firm offers a wide variety of specialized client services including soft dollar arrangements, a direct market access trading platform, and outsourced trade desk services.

The firm caters to clients and corporations of all sizes with assets under management ranging from less than \$1 million to greater than \$1 billion. Clients of the firm are located throughout the United States. For more information about M.S. Howells & Co., please visit the website, [www.mshowells.com](http://www.mshowells.com) or contact Katrina Santa Maria at (480) 563-2000.

**About Hedge Connection:**

Hedge Connection is the only internet-based platform that offers hedge funds direct access to pre-qualified, opt-in, sophisticated investors that are actively allocating to hedge funds. Investor members join for free and can review videos and presentation materials from our hedge fund members. All members receive invitations to member's only events and partner discounts. Learn more and join the club at [www.hedgeconnection.com](http://www.hedgeconnection.com). Further information on the Hedge Connection can be found at [www.hedgeconnection.com](http://www.hedgeconnection.com).

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