

HEDGESERV

HEDGESERV OPENS LONDON OFFICE

NEW YORK, NY – August 22, 2011 - HedgeServ, a top ranked global fund administrator, announced today that it has expanded its international platform with the opening of its office in London on August 22nd.

The office, located at 21 Upper Brook Street, W1, will focus on business development with hedge funds, funds of hedge funds, private equity funds, and institutional investment managers.

“Our entry into London reflects our commitment to answering the global demand for HedgeServ’s innovative, high-quality fund administration services,” said Justin Nadler, president of HedgeServ. “We are well-positioned to deliver local expertise to clients through our growing London presence and our established Dublin office, with 250 experienced fund accounting, middle-office operations, and investor services professionals. As part of our strategic focus, we continue to add highly experienced professionals to the team, and are pleased to have Tim Jones join our London office as director of business development. We look forward to working with Tim as we build new partnerships with investment managers and investors in London and Europe.”

Mr. Jones, who joined HedgeServ in August, brings proven experience in developing full service fund administration and technology solutions for alternative investment managers. Prior to joining HedgeServ, Mr. Jones was a vice president at the Bank of New York Mellon Alternative Investment Services and also previously held senior sales roles at both Linedata and Tradar.

About HedgeServ

HedgeServ has fundamentally redefined fund administration, delivering a competitive advantage to managers and confidence to investors. HedgeServ attracts and retains hedge fund-caliber professionals through a unique culture of employee ownership. The HedgeServ technology platform provides managers with an integrated suite of enterprise solutions, including risk & portfolio management, middle office, investor services, and regulatory and compliance reporting tools. HedgeServ clients have real-time access to critical information and

360° views of their portfolio. HedgeServ controls are SAS 70 Type II-certified, and complemented by full operational transparency into all workflows.

HedgeServ has over 400 employees across its offices in London, Dublin, New York City, Chicago, and Grand Cayman, and more than \$115 billion in assets under administration.

HedgeServ supports all structures, strategies, and domiciles of hedge funds, funds of hedge funds, managed account platforms, private equity funds, and UCITS programs. For more information visit www.HedgeServ.com.

For enquiries on HedgeServ fund administration services, please contact:

Tim Jones
HedgeServ, Business Development
+44 (0)20 7870 4980 (direct)
+44 (0)7956 524 387 (mobile)
tjones@hedgeserv.com

For media enquiries please contact:

Leo LaForce
HedgeServ, Marketing & Communications
+1 212 920 3563
llaforce@hedgeserv.com

Chenoa Taitt
Rooney & Associates
+1 212 223 0682
ctaitt@rooneyco.com