



HedgeCo.Net Unveils Next Generation Web 2.0 Online Community and Database for the Global Hedge Fund Industry

Delivering on the vision of becoming more than just a database, the new HedgeCo.Net strengthens interactivity and member-generated content with social bookmarking, manager blogs, community profiles, auto-tagging, saved searches, enhanced performance reporting and much more.

New York– January 17, 2008 – HedgeCo LLC, an industry leading financial services and information company, announced today the launch of the all new HedgeCo.Net. Completely redesigned, HedgeCo.Net now includes several advanced “Web 2.0” features built exclusively for hedge fund managers, qualified hedge fund investors and service providers.

“At HedgeCo, we focus on helping all industry participants turn contacts into relationships, and opportunities,” stated Evan Rapoport, Co-CEO of HedgeCo, LLC. “By combining the fastest growing hedge fund database for qualified clients with the very best capabilities of Web 2.0, the new HedgeCo.Net provides a member experience that is second to none.”

New HedgeCo.Net features include:

- **Social Bookmarking:** All HedgeCo.Net members can rank, post and share hedge fund news, using one-click access to article star ratings, popular social bookmarking websites, email, print, and PDF. With auto-tagging, members can quickly discover all related news on dozens of topics from our comprehensive archive of hedge fund articles.
- **Manager Blogs:** Hedge fund managers can publish blogs for qualified investors containing links to related news and videos, and timely information and opinion on investment strategies and market action.
- **Expanded Records:** Fund Managers can now add detailed information on their management teams and through the HedgeCo.Net Due Diligence Service, investors can order background reports.
- **Community Profiles:** The new enhanced profile system allows managers and investors to share contact information, investment preferences and educational history. Once connected, members can communicate privately via a built-in message system.

- **Saved Searches:** Qualified investors are able to store their most frequently used search criteria on their HedgeCo.Net home page, making repeat searches achievable in just one step.
- **Statistics, Reports & Graphs:** New performance analysis statistics include Sortino, Treynor, Kurtosis, CAGR and more. Additional built-in graphs and customized reporting features have also been added.
- **Email Marketing:** Built-in email system for managers enables direct transmission of performance and commentary to lists of investors, prospects and even other hedge fund databases.
- **Hedgeducation:** HedgeCo's new educational gateway provides industry overviews, FAQs and a current Glossary of common industry terminology.
- **Interactive Hedge Fund Watchlist:** Investors can set up Watchlists to actively monitor funds and perform fund-to-fund comparisons on current and potential future investments.
- **Hedge Fund Conferences:** The upgraded hedge fund conference section includes everything from large scale investor gatherings to smaller, niche-focused industry events from across the globe.

To learn more, please visit www.hedgeco.net.

About HedgeCo.Net

The HedgeCo.Net Hedge Fund Community and Database delivers timely and useful information to pension plans, family offices, consultants, funds of funds, banks, insurance companies, foundations, endowments and qualified private investors. For investors, HedgeCo.Net offers the premier free hedge fund database and powerful tools to search, rank and analyze potential investments. HedgeCo.Net members enjoy access to daily news, manager columns, and a comprehensive directory of service providers.

Our exceptional team includes qualified professionals with a wide range of financial, management and technological expertise. HedgeCo.Net has offices located in Palm Beach and New York.

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