

FinAnalytica Signs Five New Clients on Cognito Platform

- Increased investment in risk management from funds of hedge funds
- Growing interest from endowments and pension funds
- Signs its first Asia Pacific client

New York and London, September 28, 2009 – FinAnalytica, the leading provider of real world portfolio risk solutions for multi-manager funds, hedge funds and asset management firms, today announced significant sales momentum of its Cognito risk management and portfolio allocation platform. With five new clients signed in the previous four months, the company reports rebounded interest in the fund of hedge fund sector, expansion on multiple fronts within multi-manager organizations and strong indicators from the Asia Pacific market.

New sales of FinAnalytica's Cognito risk management and portfolio allocation platform were recorded in the U.S., European and Asia Pacific regions. Two funds of hedge funds went live in August, while added focus on non-profits and pension funds resulted in the closing of FinAnalytica's first two endowments including the University of Washington. FinAnalytica also registered its first major fund of hedge fund in Hong Kong.

Dave Merrill, CEO, FinAnalytica, commented, "It has been great working with these new clients as they leverage the more realistic risk measures supplied by Cognito and to hear how excited they are by the flexibility and transparency of the platform. Most firms have been assessing their risk management infrastructure and really their risk culture; it's exciting to be a part of what is a greatly enhanced approach to risk management within their organizations".

About FinAnalytica

FinAnalytica is a leading provider of real world portfolio and risk management solutions for quantitative analysts and portfolio managers. FinAnalytica's Cognito software suite incorporates the latest and most transparent advances in analytics, including comprehensive treatment of real world fat-tailed and skewed asset returns. FinAnalytica clients include leading fund of funds, hedge funds and asset management firms globally. For further information, please visit www.finanalytica.com.

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