



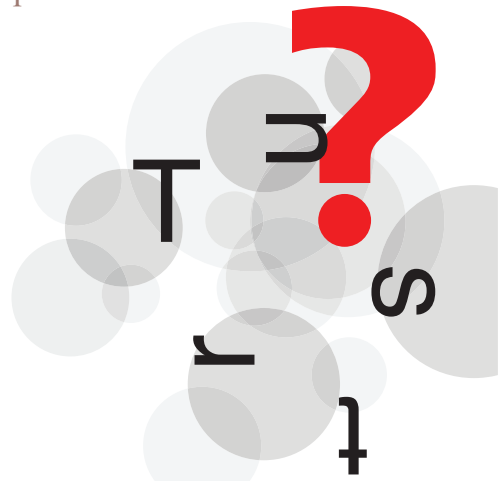
JUNE 2011

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For a few, now couldn't be a better time.

The investing public, institutions and HNW individuals are both fearful and hopeful. On the one hand they are shocked and distressed by the calamitous drop in their asset values, yet on the other they are simultaneously looking, albeit hesitantly, for a new source of trust. In a word: money is in motion.

For those firms who conduct their business with strong client attention, frank dialogue, demonstrable due diligence, disciplined investing and strong relative performance, the time to get your story out is now, right now. In fact, the telling of it could hardly be more powerful than in the present vacuum of investment leadership.



[WHO WE ARE]

Now in its twenty-third year, aabalone[red] delivers differentiation to investment and wealth management firms — so they compete more effectively, go to market creatively, and harvest web technologies to service clients and grow their businesses.



[WHAT MATTERS MOST]

Naturally, our clients come first. But we view success in another way...it is our clients' success with their clients and prospects that really matters. While we understand that you come to us with certain objectives, we strive to keep an open ear and a creative eye to uncover ways for you to stand out in a competitive environment, to build your relationships and to shine in the finals.

[WHAT WE THINK]

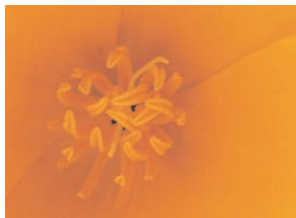
Differentiated firms carve out a favored position in the minds of prospects. Strong brands induce prospects to select your offering while providing psychological affirmations of their choices. Research indicates a number of positive benefits accrue to firms with strong brands: higher ROEs, better margins, more wins and better recruiting to name a few. In short, brand is a competitive advantage that provides an enduring and compelling compound return. Your brand is the asset we manage, so you can concentrate on the financial ones.

Everything we conceive, write and create is an original. It has to be. Properly viewed, each client is in a marketing niche of one.

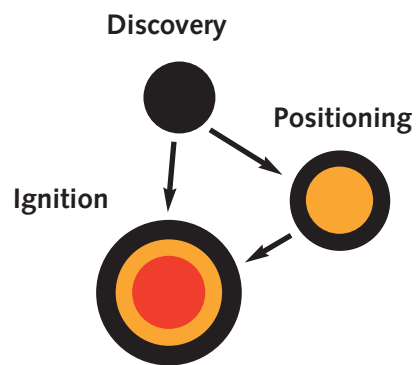


[HOW WE DO IT]

Similar to many of our investment clients, we apply a process, fine-tuned by experience to transform and manage our clients' brands. Scaled to the complexity of the assignment, our process elements are: **Discovery, Positioning and Ignition.**



Each of these elements informs the other. **Discovery** brings to light strengths, weaknesses and differentiation possibilities; **Positioning** shapes



your competitive stance and message, and **Ignition** brings the message to market.

Whether a fully integrated branding campaign, an independent web assignment, or a revamp of a

PowerPoint presentation, everything we conceive and create proceeds from a strategic understanding. This intelligence powerfully fuels all Ignition.

DISCOVERY typically entails a thorough review of your current situation comprising secondary market research, online competitive analysis, examination of current marketing materials and sales presentations, iterative discussions with management and custom

interviews with both internal and external audiences. At the close of Discovery, our clients have in hand a “findings” document complete with market analysis, interview citations and communications recommendations.

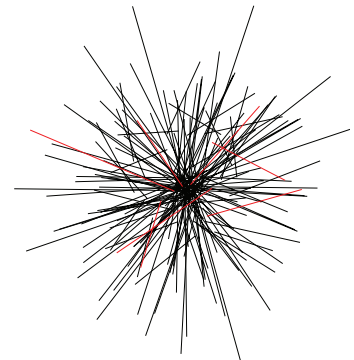




POSITIONING identifies the competitive space you intend to own and crystallizes your message. We deliver a “brief,” a document that serves as the foundation for all future marketing endeavors. The brief records your important branding guidelines such as positioning rationale, personality attributes, communication objectives, thematic messages, target audiences, and, if appropriate, a branding line.

Sometimes off-sites, sales seminars and company “brand launches” are held to facilitate the adoption of the repositioned brand.

IGNITION is where your positioning, identity, brand message and personality meet with creativity and imagination. A spectrum of potential media is examined and prioritized based on your objectives, budget and timing. Integrated communication vehicles include: corporate identity, web assets, sales presentations, white papers, corporate literature, offering memoranda, conferences and advertising.



[SERVICES]

Brand strategy & positioning
Communications planning
Content development
Conferences & annual meetings
Copywriting, editing, proofing
Corporate identity
Corporate + product advertising
Database design, building & programming
Design (print, web, multimedia)
Digital video
Information architecture

Market research
Pitch books
Planning & project management
Positioning (product, service, & corporate)
Presentation coaching
Production management
Programming (server & client side)
Signage
Usability testing
Web asset strategy & development
(internet, mobile and custom apps)

[REPRESENTATIVE CLIENTS]

INVESTMENT & WEALTH MANAGERS

Aetos Capital
AIG Global Investment Group
AlphaSimplex
Alstra Capital Management
Canaan Partners
Carleon Capital Partners LLC
Citigroup Asset Management
Ferrer Freeman and Company
FLAG Capital Management
GE Asset Management
GE Capital Equity Group
Greenwich Investment Management
Hamilton Robinson Capital Partners
Hatteras Funds
International Managed Care Advisors
Investment Counselors of Maryland

Investor AB
John A. Levin & Co., Inc.
Oppenheimer Capital
Pentegra Retirement Services
Pitcairn Family Office
RayLign Advisory LLC
Raylor Investments LLC
Rockefeller & Co.
Rogge Global Partners
Roundtable Investment Partners
Schroder Capital Management
Spruce Private Investors
The Beacon Group
The Portfolio Group
Tiger Management LLC
Watermark Capital Partners, LLC
Zephyr Management, L.P.

REPRESENTATIVE CLIENTS] *continued*

CONSULTANTS

BARRA Strategic Consulting
Casey, Quirk & Associates
Hewitt Associates
Rocaton Investment Advisors
RogersCasey

FINANCIAL SERVICES

Burstream
Citibank, N. A.
Communicator Inc. (Bond Hub)
Deloitte & Touche
GE Capital Commercial Finance
Louis Dreyfus
MasterCard International
Nelson Publications
New York Clearing House
Pendergast Group
Technometrics, Inc.

OTHER INDUSTRIES

Bergamo Fabrics
Cotton Inc.
DinghyGuru
Healthcare Satellite
HealthMarket
Images.com
MediaPost.com
NetDocket, LLC
Peds Products
Prime Airborne
SSJR
Stamford IPA
Tiffany & Co.
TransNT Sports
WhitServe LLC

REAL ESTATE

Global Property Advisors
Jones Lang Wootton USA
The Galbreath Company



[CONTACT US]

aabalone[red]

6 Thorndal Circle

Darien, Connecticut 06820 USA

203 655 1920 TEL

203 655 4959 FAX

getred@aared.com EMAIL

www.aared.com

WHY THE NAME

Because of its individuality, enduring strength and distinctive design, the abalone shell is an inspiring symbol of our brand promise. Combined with the fact that we are located in a red brick building near the Connecticut shore, it seems a natural fit. The double “a” at the front stands for our two founding partners, who’ve successfully grown the firm for 23 years. While few can actually spell our name, its quirkiness has proven memorable.

WHY THE POSITIONING LINE

Focused squarely on providing consulting and marketing communications for asset managers in every asset class, aabalone[red] has the knowledge, methodology, and experience that ensures our clients receive an optimal return at every point along the curve.

[PEOPLE]

Alec Wiggin, PRESIDENT

Harvard University, AB; Columbia University, MBA

Alec is the strategic thinker at aared; he has a natural ability to see both the forest and the trees. A problem solver, Alec finds thoughtful and rational ways for clients to more effectively communicate their differences (at the delight of their clients and the expense of their competitors). Somehow Alec finds time to stay abreast of trends in the asset management industry and to educate the rest of us on the intricacies of market neutral strategies or the taxation of carried interest. Alec oversees the consulting, positioning, editorial, client management and new business services of the firm.

Formerly a vice president at Bessemer Trust Company and an assistant manager at Brown Brothers Harriman & Co., he has a deep background in finance and marketing. As long as twelve years ago, Alec was speaking before audiences like AIMSE about the future of the web in asset management. Some of Alec's commentary has been published in Pension & Investments and Plan Sponsor.

Gail Wiggin, IGNITION DIRECTOR

Goucher College, BA; Post-graduate study at Radcliffe and Harvard Business School

More than twenty years ago, Gail founded the aabalone[red] and remains its driving creative force. Her twelve years of experience in interactive design and deep background in corporate identity, print communications and advertising encompass a wide variety of marketing initiatives for corporate accounts.

Our Ignition director's work has been recognized nationally by organizations and publications such as Communication Arts, the American Institute of Graphic Arts, SIGGRAPH, the Art Directors Clubs of New York and Connecticut, and the Advertising Club of Los Angeles. She has served on the board of the New York chapter of AIGA. While painting in Europe under a Thomas J. Watson Fellowship, her work was exhibited in the Mall Gallery, London and the Grand Palais, Paris. Despite her more tactile roots in painting, Gail more recent passions extend to UI architecture, interactive design, and technology.

Holly Hough, MARKETING CONSULTANT

Skidmore College, BA

Holly's more of an analytic type who likes fresh marketing ideas that stem from research. With over fifteen years of sales and marketing experience in the consumer packaged goods arena, Holly's background includes market analysis and forecasting, managing test markets, the launch of dozens of new brands, special event and regional marketing, as well as local development and execution of national strategies.

Since 1998, Holly has been working with key asset management clients in the areas of strategic positioning, branding and communications planning. She's a hard-core "multi-tasker" who likes to see the end result. In her years with The Coca-Cola Company she was responsible for growing corporate volume, market share and profits throughout the Northeast.