



**100 women in
hedge funds®**

FOR IMMEDIATE RELEASE

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**100 WOMEN IN HEDGE FUNDS LAUNCHES NEW PROFESSIONAL NETWORKING PLATFORM,
100WHF *CONNECT!***

New York, NY - January 11, 2010 - 100 Women in Hedge Funds ("100WHF") is excited to announce the global launch of 100WHF *Connect!*, a sophisticated new technology platform designed to advance the organization's global mission of connecting industry professionals and providing tools to help them leverage one another's resources.

100WHF *Connect!* is a professional networking interface, providing a secure, customized engine to 100WHF's global professional community of more than 10,000 members. Through *Connect!*, members of the hedge fund community have one central platform for industry news, events, research, public and private discussion boards, and networking opportunities.

"As the hedge fund industry continues to grow globally, we recognized the need to develop more efficient, progressive ways of easily connecting our members and providing them with the resources they need," said Anne Popkin, Chair of the Board of 100WHF. "100WHF *Connect!* can meaningfully connect thousands of professionals and provides them with an Internet-based platform they can access anywhere, at any time."

"We are excited to assist 100 Women in Hedge Funds with the development and launch of 100WHF *Connect!* This organization serves as a valuable professional resource to the hedge fund community, and *Connect!* is a platform that enhances the ability of its global membership to communicate, collaborate, and network", said Duke Ritchie, VP Infinite Cloud, LLC. "We value the hedge fund relationships we've built over the years, and it is a honor and pleasure to partner with 100 Women in Hedge Funds."

ABOUT 100 WOMEN IN HEDGE FUNDS ("100WHF")

100 Women in Hedge Funds (www.100womeninhedgefunds.org) is a global, practitioner-driven non-profit organization serving over 10,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100WHF has hosted more than 160 events globally, connected more than 150 senior women through Peer Advisory Groups and raised in excess of \$17 million for philanthropic causes in the areas of women's health, education and mentoring.

All Full members of 100WHF can now apply for membership of 100WHF *Connect!* For more information about 100WHF *Connect!*, please visit http://www.100womeninhedgefunds.org/pages/membership_connect.php

About Infinite Cloud, LLC

Infinite Cloud (<http://www.infinitecloud.com>) develops innovative business systems using secure, reliable, and cost-effective technologies and practices. The company's web-based research management solutions enable firms to collaboratively generate, publish and quickly locate and act on research-related data and documents. Infinite Cloud is a premier Manhattan-based provider of technology solutions and consulting services for firms in the financial, retail, and pharmaceutical industries.