



**100 women in
hedge funds™**

Media Policy for 100 Women in Hedge Funds Members

100 Women in Hedge Funds' continued success is causing us to attract attention from the media. Because our core mission is to serve the industry and our membership, it is important that we manage our external visibility with great care, sensitivity, and consistency. Inappropriate disclosure of information and commentary can cause misunderstandings and uncertainty among our membership and supporters and can damage the group's reputation.

Consequently, the Executive Committee of 100 Women in Hedge Funds, with guidance from our public relations firm, is promulgating this media policy to ensure that every member understands our policies and procedures.

We have established and are requiring strict adherence to the following policies for handling *all* media inquiries.

1. Our policy is that *no member or affiliated group* (other than our designated spokespersons) is authorized to comment to the press or media.
2. All media calls or queries must be referred to Mimi Drake, 100 WHF Communications Chair, to our outside public relations counsel, The Abernathy MacGregor Group or Dana Hall, President and co founder.
3. Our policy is to speak with one voice to the media. Our designated spokespersons are Mimi Drake, Dana Hall and Carol Kim. From time to time, other members may be designated to be a spokesperson by the Executive Committee.

It is our hope that by adhering to this policy, 100 Women in Hedge Funds can clearly and consistently represent the Group, our membership, our industry, and our aspirations.

Should you have any questions about this policy please contact Mimi Drake or Steve Bruce at Abernathy MacGregor.