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## ***Alternative View***

February 2009

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Walek & Associates is one of largest and fastest-growing independent financial and corporate public relations firms. With offices in New York and Hong Kong serving global clients, Walek specializes in public relations and investor relations in capital markets, asset management, hedge funds, professional and financial services, information and financial technology, and public companies in all sectors. From building visibility and brand to financial PR, financial transactions, product and service launches, and managing crises, Walek delivers results that help clients build business.

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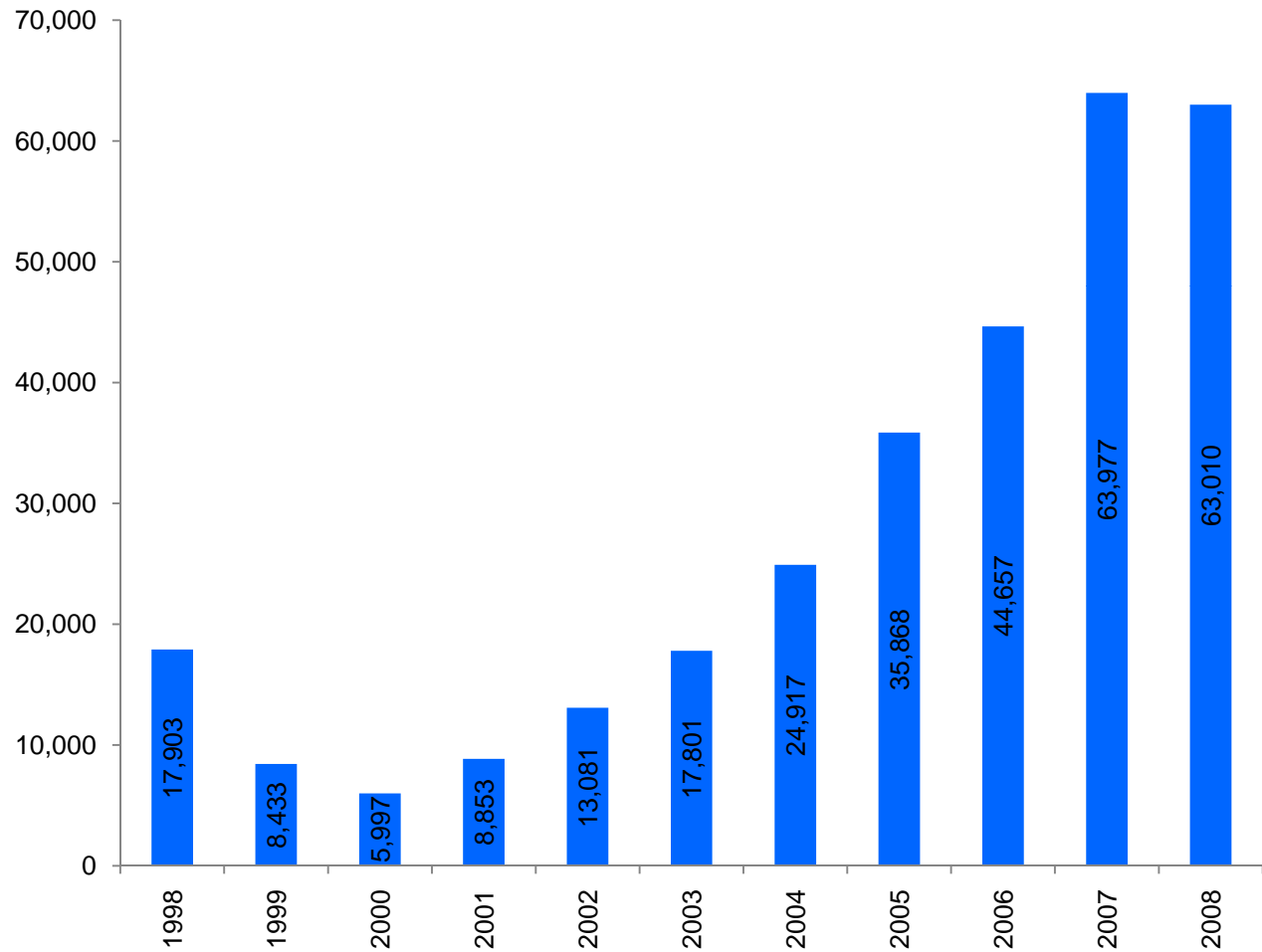
# What's Next?

## *Trends and New Best Practices in Hedge Fund Media & Investor Relations*



## Media Focus on Hedge Funds at Record Level

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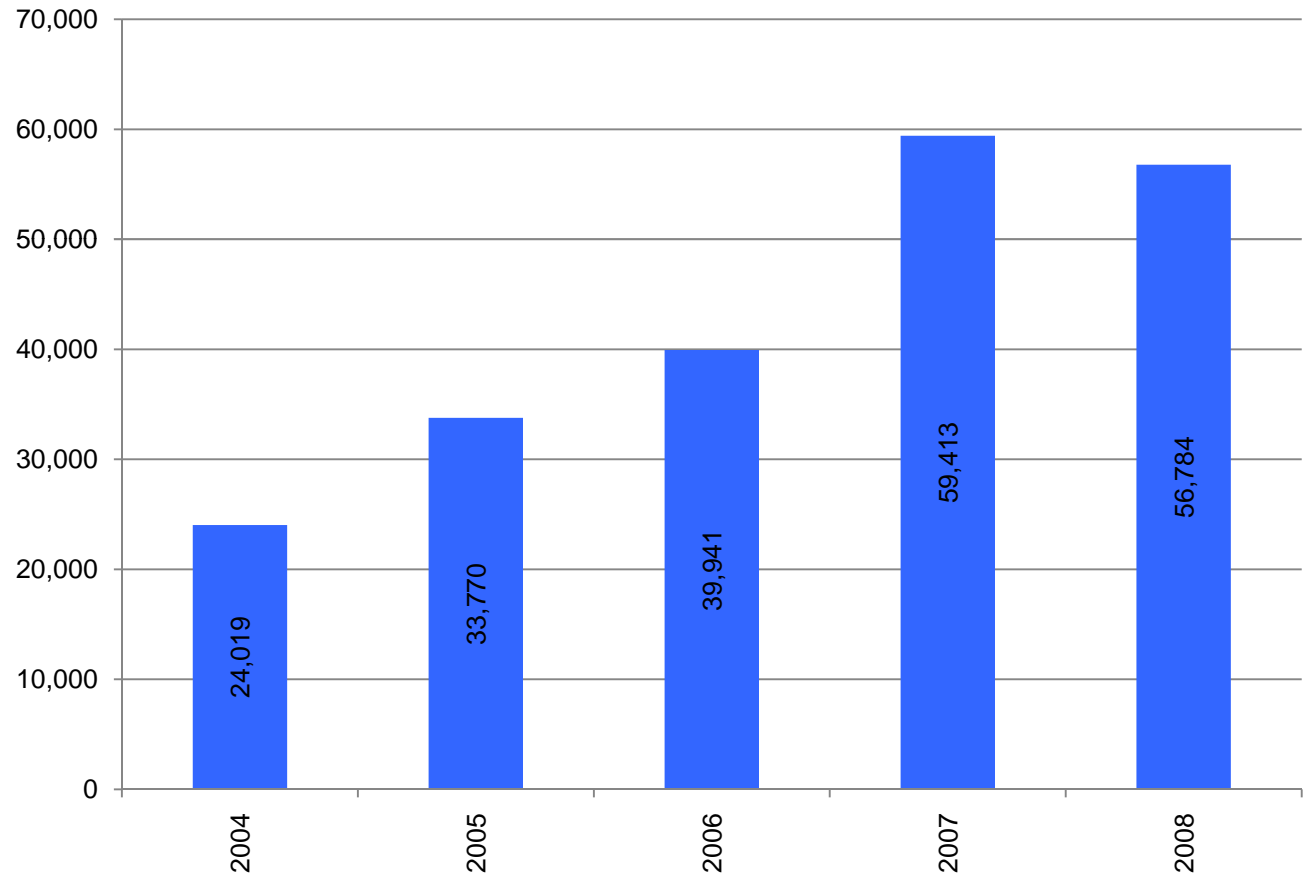
Source: Factiva  
"Hedge Funds" - Total Media Mentions



# Major Media Aggressively Increase Hedge Fund Exposure

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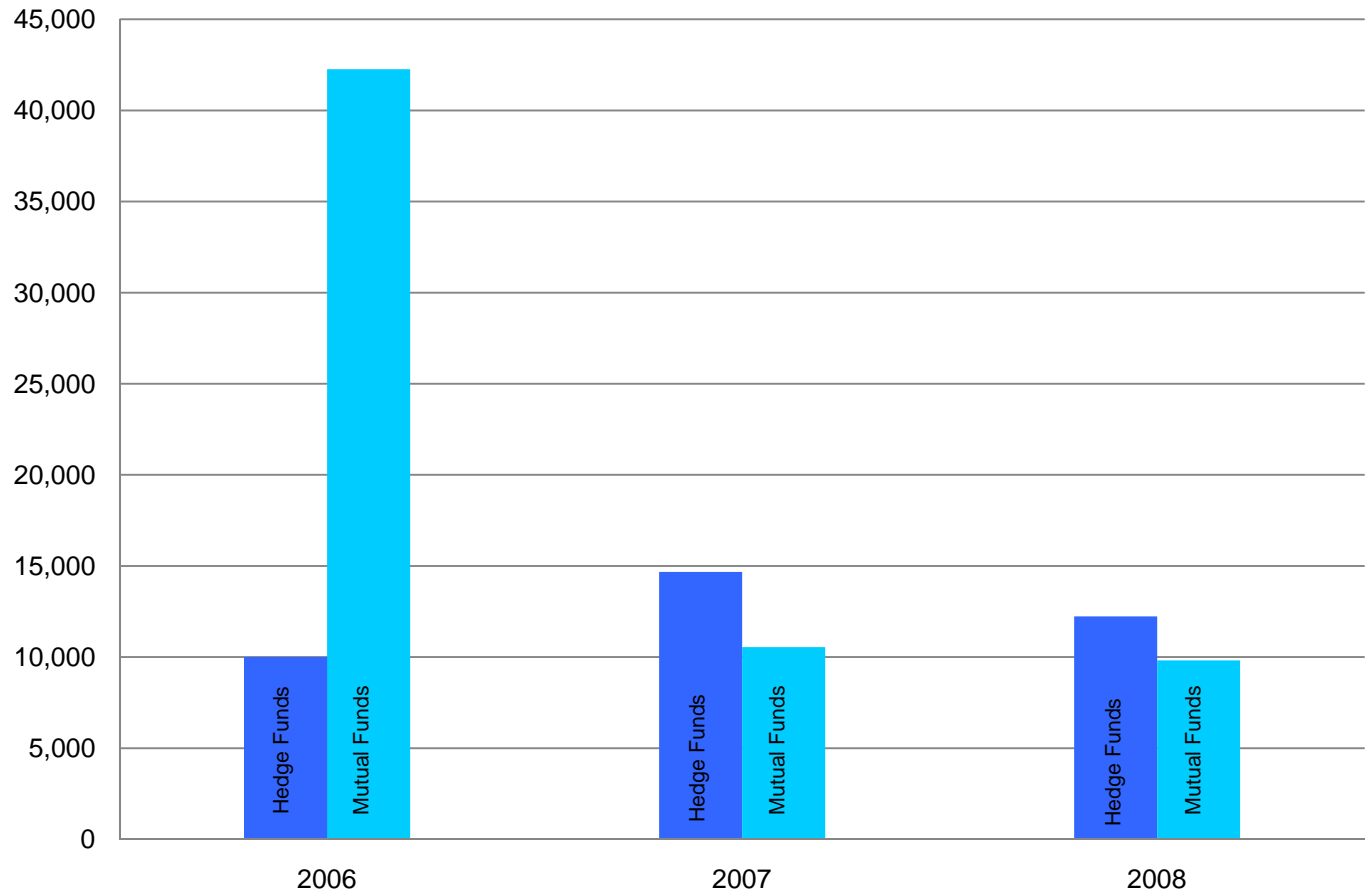


Source: Factiva  
"Hedge Funds" - Major Media Mentions



# Major Media Spotlight Hedge Funds over Mutual Funds

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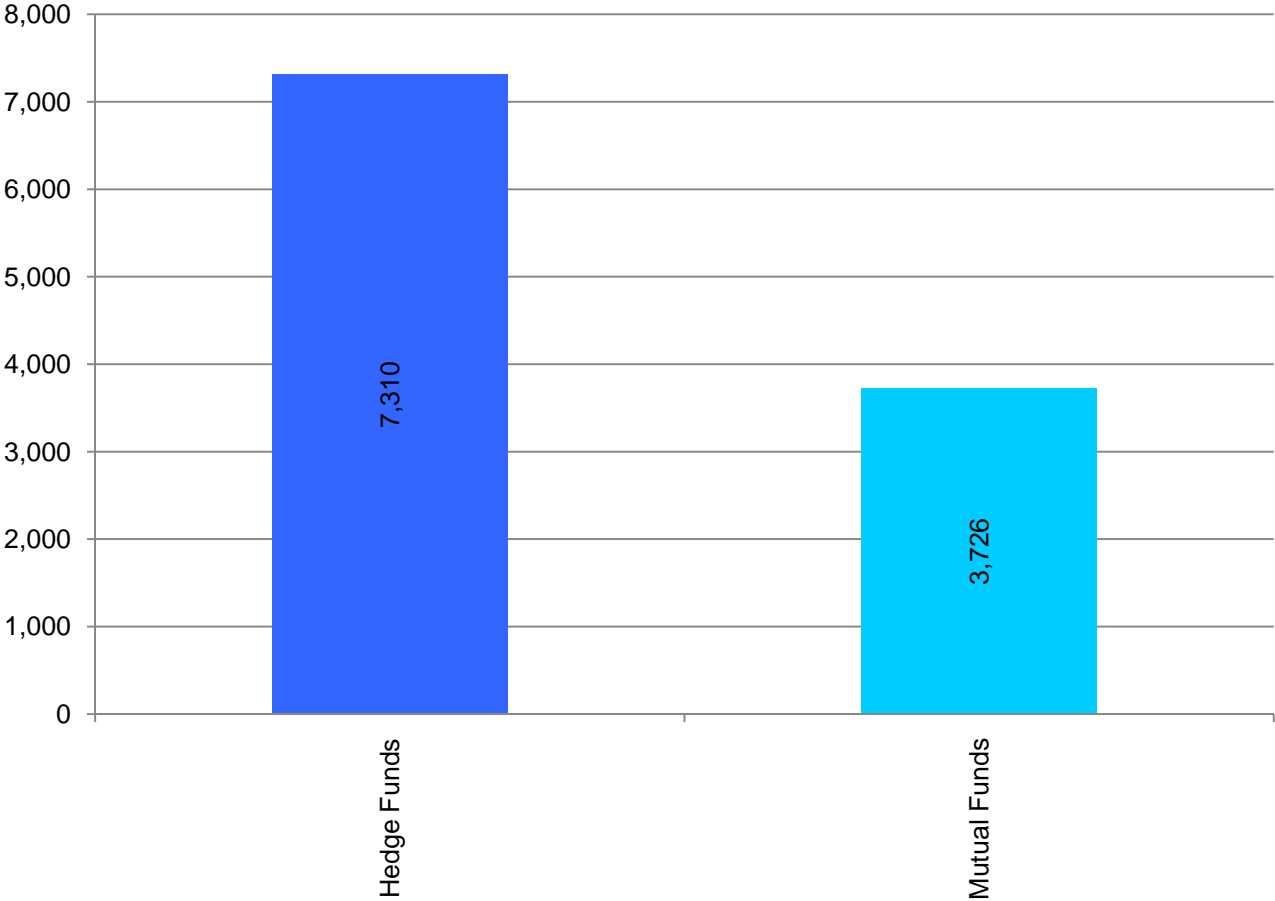
Source: Factiva  
"Hedge Funds"/"Mutual Funds" – Top 25 Publications Media Mentions



# *Wall Street Journal, Financial Times, New York Times, Newswires:*

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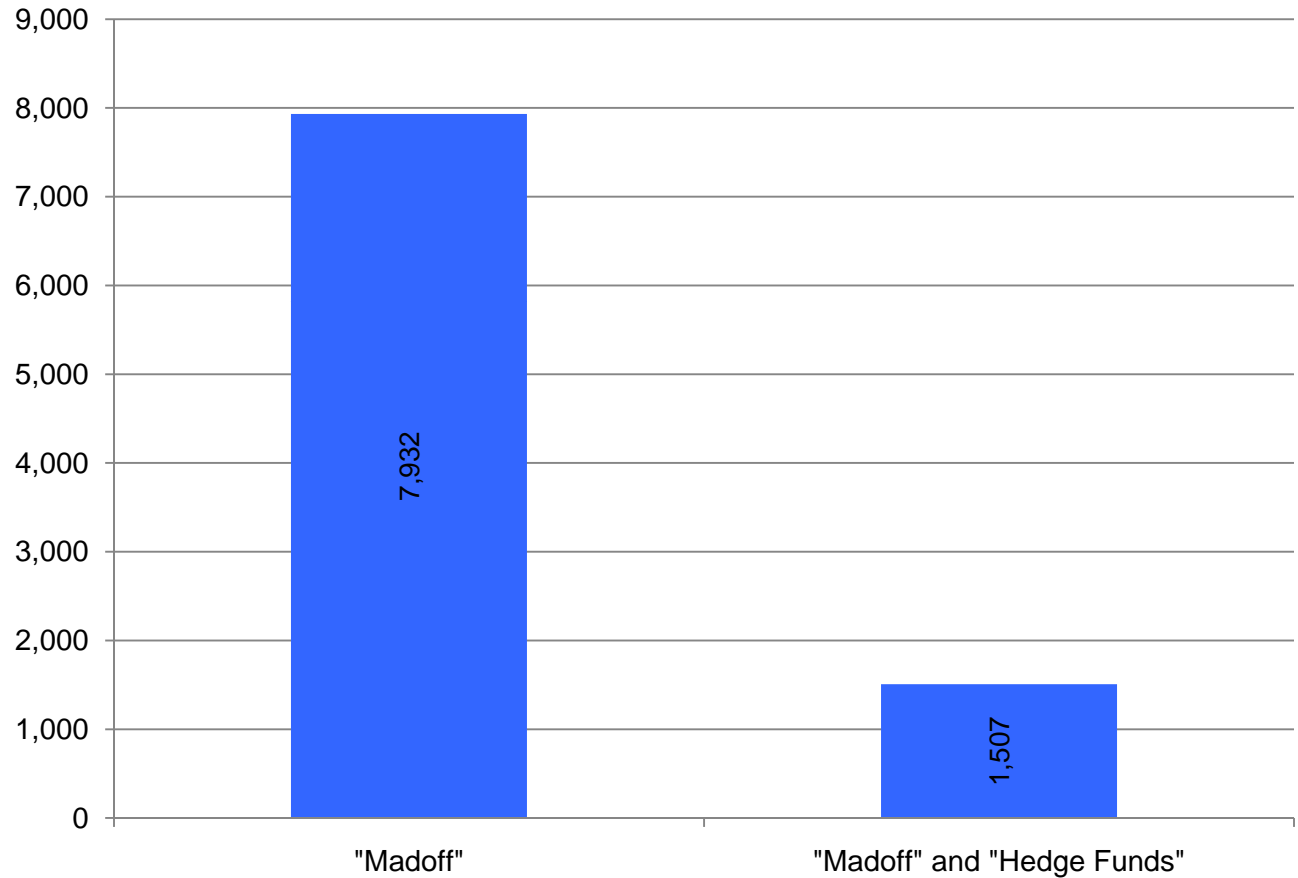
Source: Factiva  
Newswires, Wall Street Journal, New York Times, Financial Times  
2008



## Missing Link: Madoff and Hedge Funds

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Source: Factiva  
December 2008 – Total Media Mentions



## Who's Using PR?

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100

Percent of top hedge funds who manage media relations professionally.

Source: Absolute Return



## IR Issues and New Best Practices

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- More, better client service needed. But how?
  - Letters
  - Meetings
  - Annual meetings
  
- Beyond client service → Investor Relations
  - Transparency
  - Expectation management
  - Targeting
  
- Tell your story



## Media Issues and New Best Practices

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- More open to the media
  - Transparency
  - Aggressive media
  - Increasing legal acceptance
- Under the spotlight
- Ill-prepared for crisis
- Industry looking for leadership
- Tell your story

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Contacts:

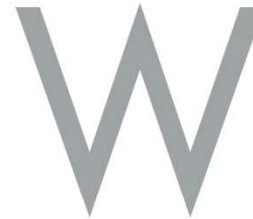
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