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WALEK & ASSOCIATES TO MODERATE PANEL ON CRISIS COMMUNICATIONS AT HEDGE FUND INSTITUTIONAL FORUM ROUNDTABLE

NEW YORK, February 3, 2009 – Walek & Associates Inc., one of the largest and fastest-growing independent, global financial and corporate public relations firms, will lead a discussion at the Hedge Fund Institutional Forum's Senior Delegate Roundtable on how hedge funds can handle a crisis, and best communications practices in turbulent times.

The panel will be held on Friday, February 6, 2009 in Palm Springs Florida, at the Hedge Fund Institutional Forum's annual gathering. Panelists include:

- Mary Beth Kissane, Principal, Walek & Associates, Investor Relations & Corporate Transactions
- Phyllis Plitch, Managing Editor, Dow Jones Newswires
- Jeremy Walton, Global Head of the Fund Disputes Team, Appleby Global

The [Hedge Fund Institutional Forum](#)'s Senior Delegate Roundtable is an annual gathering of senior executives to share views and practices on strategically important topics such as new product development, operational issues, business development and financial industry trends. HFIF is a private membership organization for heads of institutional marketing at premier hedge funds and fund-of-funds in the United States. HFIF is an Institutional Investor membership group.

About Walek & Associates

Walek & Associates is one of largest and fastest-growing independent, global financial and corporate public relations firms. Founded in 1998 and with offices in New York and Hong Kong, 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. www.walek.com.

Walek & Associates was recently named "Top Independent PR Firm" in the Financial/Investor Relations category by *O'Dwyer's PR Services Report* and received the Boutique Public Relations Firm award from *Hedge Fund Journal*.