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**LaCrosse Global Fund Services Announces New Marketing Service
for Clients with LJM Financial Marketing Strategies**

NEW YORK, NY – 29 March 2010 - LaCrosse Global Fund Services today announced that it has formed a strategic alliance with LJM Financial Marketing Strategies with the aim of providing marketing services to its middle-office and operations outsourcing clients.

Under the terms of the agreement, hedge fund managers who use LaCrosse's middle- and back-office platform may elect to work directly with the LJM Financial Marketing team to generate a Marketing & Capital Raising Blueprint, which is available to hedge fund managers in the United States, Europe, Asia and Latin America.

The initial blueprint will be provided free of charge to clients who use either LaCrosseSTP+ or LaCrosse's other full service offerings, which combine middle-office and operational support with traditional fund administration services. LaCrosseSTP+ was recently introduced with special pricing as a service particularly suited for managers of highly liquid strategies trading assets that can be "straight-thru processed."

The Marketing & Capital Raising Blueprint is customized to meet the needs of each specific hedge fund and includes:

- Pre-capital raising advisory session and review of the firm's asset raising plan
- Assessment of marketing collateral, including pitch book and one-page fund summary
- Development of marketing/communication strategy
- Practical advice (do's and don'ts) on presentations to prospective investors

Fund managers may purchase additional marketing support services at preferred rates for LaCrosse clients if they choose.

"This new marketing alliance is in response to our clients' need for marketing support in the areas of firm branding, capital raising, collateral materials and overall strategy. We have many hedge fund managers requesting professional marketing advice from us especially in such a unique and challenging environment for capital raising," said Christopher Kundro, co-chief executive officer of LaCrosse Global Fund Services.

"Our goal is to provide each hedge fund with an introductory marketing blueprint that covers areas such as messaging and presentation of the firm's philosophy, integrity, strategy, personnel, research, and risk management. Best practices related to building and executing

consistent key messages for communication to investors, prospects and others is an essential component of a hedge fund's business plan and must be based on in-depth planning and research," said Charlotte Luer, president of LJM Financial Marketing.

LaCrosse Global Fund Services provides operations, middle-office and administration services to managers of complex hedge funds globally, including several leading hedge funds in Europe. On behalf of its clients, LaCrosse supports a wide range of strategies traded by global portfolio managers covering fixed income, distressed debt, structured credit, foreign exchange, equities, commodities and a full range of related derivatives.

For more information, visit www.lacrosseglobal.com.