

## **47 DEGREES NORTH LAUNCHES FUND COMBINING INNOVATIVE ALTERNATIVE INVESTMENT STRATEGIES**

**FOR IMMEDIATE RELEASE**

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New York / Pfaeffikon (Switzerland) - 47 Degrees North Capital Management Ltd announced the launch of the 47 Degrees North Innovation Fund as of June 1<sup>st</sup> 2009, a fund that offers investors access to a diversified portfolio of new and innovative alternative investment strategies.

The Fund combines a thematic set of alternative investment strategies ranging from Transportation, Electricity, Middle East - Northern African Equities, Insurance-linked Securities, Alternative Energy to Volatility Arbitrage and Multi-Commodities. 47 Degrees selects these funds based on in-depth, fundamental bottom-up research methodology, constructing a robust portfolio that offers attractive return potential and diversification with skilfully selected managers trading these innovative themes and strategies.

Earlier this year, 47 Degrees North entered into a strategic partnership with Iveagh, the London-based private investment house of the Guinness family. Iveagh acts as initial investor of the fund that is open to other qualified investors. Iveagh has also invested in the 47 Degrees New Generation Fund that invests alongside the Fund of Emerging Hedge Funds launched in 2007 for the California Public Employees' Retirement System (CalPERS) under the Risk Managed Absolute Return Strategies (RMARS) Program.

Mrs. Claude Porret, CEO of 47 Degrees North, comments: "This fund launch complements our product offering and is a natural extension of our focus on emerging hedge fund managers. New and upcoming hedge funds strategies are often managed by newer, independent and entrepreneurial teams. Our Innovation Fund is an attractive offering for investors who want to get access and know-how in regard to new strategies in a diversified portfolio in order to mitigate risks."

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### **About 47 Degrees North**

47 Degrees North Capital Management is an alternative investment management company with presence in Switzerland and New York that offers institutional investors specialized fund of hedge funds products. The Company has extensive experience in selecting and investing in emerging managers, innovation themes and other thematic fund of hedge fund products, such as distressed credit and volatility strategies. In 2007, 47 Degrees North was awarded the best newcomer fund of hedge funds in Europe by Hedge Funds Review. 47 Degrees North Capital Management is registered with the SEC. For further information visit [www.47n.com](http://www.47n.com).