



**Media release  
28 July 2009**

## **Alpha adds Bennelong Funds Management to manager line-up**

Alpha Fund Managers (Alpha), currently one of Australia's top performing multi-managers, has added a Bennelong Funds Management Australian equities fund to its Alpha Fund Series' multi-manager line-up.

Launched in October last year, the Bennelong Australian equities strategy is managed by Bennelong Australian Equity Partners (BAEP), a boutique established in July 2008 as a joint venture between Bennelong Funds Management (BFM) and experienced Australian equities professionals Paul Cuddy and Mark East.

Matthew Zschech, Alpha Portfolio Manager, said BAEP's bottom-up fundamental analysis, combined with one of the strongest quantitative tool sets in the market, led to their inclusion in Alpha's line-up.

"Bennelong enhances our manager line-up as it brings a truly unique strategy to our current Australian equities proposition," said Matthew.

Jarrold Brown, BFM's Chief Executive Officer, said the team was pleased with the announcement and viewed it as a positive endorsement of the BAEP proposition and the broader BFM business.

"This is great news for BAEP and affirms their current strategy and ability to bring a unique investment proposition to market," said Jarrold.

### **For further information, please contact:**

Sally Barwell or Brodie Neader  
evolution media  
ph: 02 8969 6077  
email: [sbarwell@evolutionmedia.com.au](mailto:sbarwell@evolutionmedia.com.au)  
or [bneader@evolutionmedia.com.au](mailto:bneader@evolutionmedia.com.au)

### **About Bennelong Funds Management**

Established in 2001, Bennelong Funds Management is a boutique funds management business. It currently has investment management capabilities in: Australian equities, global equities, Australian long short and property.

Bennelong Funds Management is a wholly owned subsidiary of the Bennelong Group, a privately owned funds management and private equity business. While the Group owns and manages significant businesses globally, it also measures its success through contributing to positive and lasting change in the wider community via the Bennelong Foundation.

Visit [www.bennfundsmangement.com.au](http://www.bennfundsmangement.com.au) for more information.

### **Who is Alpha Fund Managers?**

Alpha Fund Managers Pty Ltd is a boutique fund manager, established in January 2007 with the specific purpose of creating the Alpha Fund Series. The Alpha Fund Series provides investors with access to sector-specific multi-manager funds in the following asset classes: large market capitalisation Australian shares, small to mid market capitalisation Australian shares, global shares, fixed interest securities, and property securities. Alpha Fund Managers is a wholly-owned subsidiary of Infocus Wealth Management Pty Ltd - a financial services company that has been providing a high standard of financial planning advice and investment services to Australian investors since 1994.

Visit [www.alphafundmanagers.com.au](http://www.alphafundmanagers.com.au) for more information.