

PRESS RELEASE



REYL ACCELERATOR FUND: REYL ASSET MANAGEMENT ENTERS THE SEEDING BUSINESS WITH A NEW ALTERNATIVE INVESTMENT VEHICLE

Geneva, May 12th 2010 – RAM, the Asset Management arm of the Geneva-based wealth management firm Reyl & Cie, launched the [Reyl Accelerator Fund](#), a new Irish fund of hedge funds that specialises in seed and early stage investments in hedge funds. The fund will be advised by FRM Capital Advisors.



Fabrizio Ladi Bucciolini
Senior Fund Manager
Head of Alternative Investments

Designed by Fabrizio Ladi Bucciolini, Head of Alternative Investments at Reyl Asset Management, the [Reyl Accelerator Fund](#) will provide seed capital to emerging hedge fund managers selected by FRM Capital Advisors. The Accelerator Fund will provide its investors with exposure to the strategies and revenue generation of the seeded managers and their funds.

The newly-launched fund will target a diversified portfolio including directional trading, relative value, equity long short, specialist credit and idiosyncratic strategy managers.

Reyl Asset Management will be responsible for managing the fund while FRM Capital Advisors, the seeding arm of Financial Risk Management, one of the largest independent fund of hedge fund groups, will be sourcing and structuring the investment opportunities.

“Now is the best environment for hedge fund seeding in years,” says Fabrizio Ladi Bucciolini. The [Reyl Accelerator Fund](#) will be able to benefit from the future growth of the hedge fund industry, while locking in attractive terms thanks to a scarcity of longer term capital. We are very excited about this joint venture with FRM Capital Advisors, as we believe that they are one of the very few groups with the scale, experience and the dedicated resource necessary to succeed in seeding hedge funds in a scalable manner”.

Important Information: The Reyl Accelerator Fund is a sub fund of REYL (Ireland) Alternative Strategies Fund, an umbrella investment company with variable capital incorporated in Ireland under registration number 367204. This document serves an informative purpose only and does not constitute an offer or solicitation to purchase or sell any investment products mentioned therein. Investors are invited to base their investment decisions in the form of Share subscriptions on the most recent prospectus and annual reports which contain additional information relating to the Shares and the Fund. Shares valuation and any income generated there from can increase as well as decrease and are not guaranteed in any way. The financial products mentioned in this document can fluctuate in value and may be subject to sudden and large falls that could equal the amount invested. Changes in the rate of exchange may also cause the value the investment to go up and down. Past performances, whether actual or back-tested, are not necessarily indicative of future performance. The Fund's prospectus, constitutive documents and financial statements are available at the head offices of both the Fund and from REYL & CIE SA, the Investment Manager.



ABOUT REYL ASSET MANAGEMENT

www.reyl-am.com

Launched in 2002 and managed by Reyl Asset Management, the Reyl Funds range offers investors a balanced and diversified range of products. At present it comprises a number of funds divided into three distinct categories:

- Equities – directional and non-correlated funds
- Bond and money-market products
- Alternatives – alternative funds of funds and tactical allocation funds

Reyl Asset Management develops and manages the Reyl Funds range and regularly launches new products that illustrate its ability to adapt to new market conditions. Reyl Asset Management also uses this expertise to offer tailored investments solutions and dedicated funds to institutional clients, family offices and independent asset managers.

In 2008, it was granted the status of Investment fund managers by the FINMA (Swiss Financial Market Supervisory Authority). It has more than CHF 1.5 billion under management.

ABOUT THE REYL GROUP

www.reyl.ch

Based in Geneva, REYL & CIE has three separate, yet complementary, lines of activity. The first is portfolio management, the long-established pillar of our business. The second consists of traditional and alternative investment funds under the Reyl Funds brand. The third covers family office services provided by our Reyl Private Office affiliate.

REYL & CIE S.A. is an Authorised Securities Dealer under Swiss law. Authorised Securities Dealer status means that it conducts its activities under the direct control of the Swiss Financial Market Supervisory Authority (FINMA) and the Swiss National Bank. REYL & CIE (France) S.A.S. is approved by the Autorité des Marchés Financiers as a portfolio management company.

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