

For Immediate Release

Hipercept, Inc. Names Sunil Subbakrishna as Management Advisor

Growing consulting firm gains expert in IT and Operations Technology

New York, February 1, 2010 – Hipercept, Inc., has recently appointed Sunil Subbakrishna to further develop and strengthen its growing practice which delivers strategic advice and business intelligence solutions for alternative investors and managers.

“We are excited to join with an individual whose business acumen and strong technology background will play a key role in the growth and development of our company,” said Damien Georges, Executive Director of Hipercept, Inc. “Sunil’s broad and deep knowledge of the industry will be an asset to our team.”

Sunil has over twenty years of experience in financial services with major consulting firms and has spent the last several years serving as Senior Advisor to Oliver Wyman. As Management Advisor, Sunil will lend his expertise by providing strategic advice to further drive the consistent growth of Hipercept’s client base and business.

“There are tremendous opportunities ahead for Hipercept,” said Sunil. “I look forward to applying my experience to help the future direction of the company.”

Before joining the financial service industry, Sunil was a CPA with a global accounting firm and began his career as a software engineer. He earned his MBA in Finance from the University of Chicago, and his B.Sc. in Electrical Engineering and Computer Science from the University of Illinois.

About Hipercept, Inc.:

Founded in January 2009, Hipercept provides strategic advisory services to clients with large direct and indirect investments in alternative asset classes, with a focus on private equity and real estate. Hipercept has quickly gained attention in the industry for successfully implementing business intelligence solutions that enable clients to gain transparency into their operational information, diversify exposure and minimize risk. For more information, visit www.hipercept.com

For further information contact:

Howard Cohen, Vice President of Business Development
hcohen@hipercept.com