

## MEDIA ADVISORY – FOR IMMEDIATE RELEASE

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### **MPI to Shed Light on Risk Factors and Replication Strategies**

- Michael Markov, MPI's CEO, to present powerful, new quantitative methodology at industry workshop
- New methodology to reveal how to reverse-engineer individual strategies, assess skill, detect leverage and replicate performance
- Presentation and methodology to be made available to media

SUMMIT, NJ – September 22, 2008 – Markov Processes International (MPI), a developer of superior analysis and reporting solutions for the financial services industry, announced today that Michael Markov, CEO, will be speaking at the Hedge Fund Replication & Alternative Beta conference on: "The MPI Approach to Hedge Fund Analysis and Replication" on Wednesday September 24, 2008 at The Princeton Club in New York, NY.

To request an advance copy of this presentation please contact [mpi@cognitomedia.com](mailto:mpi@cognitomedia.com)

Hosted by Terrapinn, the Hedge Fund Replication & Alternative Beta conference held on September 22-24, 2008, features keynote sessions, interactive panel discussions, workshops, networking and more. During the post-conference workshop, Michael Markov will present a new quantitative methodology for reverse-engineering individual strategies, assessing skill, detecting leverage and replicating performance.

"As recent market events have again shown us, it is essential to understand the risk exposure of your hedge fund investments and, if justified, their replication through robust and practical quantitative models," said Michael Markov, CEO, MPI.

The agenda will cover:

#### **Hedge fund analysis and replication framework**

- Existing factor-based approaches and their limitations
- Separating dynamic beta from alpha
- Intro to Dynamic Style Analysis (DSA)
- Measuring predictive power of the analysis
- In-Sample vs. out-of-sample
- Software implementation overview

#### **Case studies and demonstration**

- Replicating individual funds vs. indices

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- Identifying funds you don't want to replicate
- Case studies
- Summary

For more information and to attend the Hedge Fund Replication & Alternative Beta conference and post-conference workshop, visit:

<http://www.terrapinn.com/2008/altbetausa/index.stm>

### Notes to Editors

#### **About Markov Processes International, LLC (MPI):**

Markov Processes International, LLC ([www.markovprocesses.com](http://www.markovprocesses.com)) is the leading provider of superior investment research and reporting solutions. MPI's software applications and customized consulting services are employed by the world's finest institutions and financial services organizations to enhance their investment research, reporting, data integration and content distribution. MPI offers the most advanced platform available to analyze hedge funds, mutual funds, portfolios and other investment products, as well as asset allocation and portfolio optimization tools.

MPI's Stylus Pro software is utilized by alternative research groups, hedge fund of funds, family offices, institutional investors, institutional consultants, marketing departments, product development groups and internal development teams. MPI also offers products for private bankers, advisors and high net worth professionals. For more information about MPI's products or services, contact 908-608-1558 or [sales@markovprocesses.com](mailto:sales@markovprocesses.com).