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## **CERTITUDE WELCOMES APOLLO STRATEGIC ALLIANCE**

Certitude Global Investments has welcomed the US\$75 million strategic alliance between its parent, HFA Holdings, and leading global alternative asset manager Apollo Global Management, LLC (together with its affiliates, "Apollo").

Certitude Chief Executive Officer Craig Mowll said the alliance would complement Certitude's existing retail operations.

"HFA's relationship with Apollo is a major step forward for Certitude with the potential to open doors globally as we search for new investment relationships," Mr Mowll said.

"However, it will not affect the day-to-day activities of Certitude or the investment processes used by our fellow HFA-subsiary Lighthouse Investment Partners to manage any of the investment products we offer."

Mr Mowll said the alliance would position HFA's balance sheet to take advantage of opportunities and enhance its industry positioning by association with Apollo's strong brand name.

Under the terms of the proposed transaction, Apollo and a co-investor will subscribe for US\$75m of Mandatory Convertible Notes and Apollo will provide additional distribution of the investment products of US-based Lighthouse Investment Partners through its international distribution network.

Through the new alliance, Apollo has diversified its product offering by adding Lighthouse's expertise in funds-of-hedge funds and managed account products to its existing suite of investment strategies.

Apollo is a leading global alternative asset manager which raises, invests and manages funds on behalf of some of the world's most prominent pension funds, as well as other institutional and individual investors.

Apollo had assets under management of over \$54 billion as of 30 June 2010, in private equity, credit-oriented capital markets and real estate funds.

Certitude, formerly HFA Asset Management, is a leading Australian-based fund manager providing simple and transparent access to some of the world's leading active investment managers.

Certitude is part of international fund manager holding company HFA Holdings Limited (ASX: HFA), which also owns US-based fund manager Lighthouse Investment Partners. As at 30 June 2010, the HFA Group had in excess of A\$5.5 billion in assets under management.

**ENDS: Media enquiries to Ben Ready on 0415 743 838.**

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