

Jason Gerlach Elected President of California Hedge Fund Association

SAN DIEGO, January 8, 2013 – Sunrise Capital Partners announced today that Managing Director Jason Gerlach has been elected President of the California Hedge Fund Association (CHFA).

CHFA, a non-profit, member-based organization, was founded to foster growth and development of the hedge fund community in California through advocacy of sound business practices, and the sponsorship of events, resources, and educational programs designed to improve both delivery and understanding of alternative investment programs. Gerlach and Sunrise have played an integral role in the founding and growth of CHFA. Gerlach's election to the presidency of the organization was made by the CHFA board of directors, effective January 1, 2013.

"It is a great honor to be asked to lead the California Hedge Fund Association," said Gerlach. "My fellow CHFA founding members have worked tirelessly over the past two years to grow this organization to its current level. I look forward to continuing to work with them and the rest of my fellow CHFA board members in our goal of fostering California's dynamic and growing hedge fund industry through events, advocacy and many other activities."

Gerlach, who joined Sunrise in 2008, has worked closely with Sunrise's founding partners over the last several years on a wide array of business initiatives including the construction of a new firm headquarters and IT infrastructure, the completion of a state-of-the-art execution platform, and the ongoing development of a host of trading system innovations aimed at maintaining Sunrise's leadership as an alternative investment pioneer.

Gerlach noted that CHFA "shares many of the same values that have allowed Sunrise to serve as a leader of California's alternative investment industry for the past 32 years."

"My sleeves are rolled up," said Gerlach. "I am excited to do whatever it takes to make clear to the investment world that some of the best managers, service providers, and industry thought leaders are in California."

For more information on CHFA, please visit www.calhedgefund.org and join the **CHFA group on LinkedIn**.



ABOUT SUNRISE — Sunrise Capital Partners LLC manages systematic global macro investment strategies for institutional and individual investors. A leader in quantitative trading since 1980, the firm brings an informed, long-term perspective, an adaptive and evolutionary research platform and responsive, client-focused delivery to investors seeking the best opportunities in today's global financial markets. Sunrise holds one of the longest trading records in the alternative investment industry and offers investors the liquidity, transparency, and stringent regulatory and business controls critical to investing in the post-2008 environment.

FOR MORE INFORMATION about Sunrise Capital Partners, please contact Marty Ehrlich at info@sunrise.com, (877) 456-8911, or visit www.sunrisecapital.com.

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