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FOR IMMEDIATE RELEASE

### **ARCHWAY TECHNOLOGY PARTNERS AND FINNOVATIVE FORM STRATEGIC ALLIANCE**

Alliance Provides Advisory, Integration and Verification Services for GIPS Compliance to ATWeb and  
ATPrime Clients

**New York, NY.** October 16, 2008 – Finnovative, Inc. and Archway Technology Partners announced today that they have formed a strategic alliance to provide Archway’s clients with CFA Institute’s Global Investment Performance Standards (GIPS) compliance services including eligibility and composite creation.

While achieving GIPS standards is voluntary, managers that comply with industry best practices and promote validated historical performance data build credibility with investors and are viewed as a trustworthy source. According to the GIPS website, [www.gipsstandards.org](http://www.gipsstandards.org), Finnovative is a preferred GIPS service provider. “By formally aligning with Finnovative, we provide our clients with the opportunity to receive industry leading advisory and integration consulting services. Archway Technology has taken a proactive step to help clients maintain a high-level of integrity in the performance that is presented to investors and other interested parties,” said Jason Brown, President, Archway Technology Partners.

“We believe Archway’s back-office Accounting and Administration software, ATWeb, provides a platform that allows managers to confidently manage the books and promote performance. Our value-add service is to advise on, integrate, and verify the performance as managers report,” said Nitin Barve, CFA, Principal, Finnovative, Inc. “Our complimentary offering allows investors to share in that confidence and possess reliability through the GIPS compliance verification.”

#### **About Finnovative**

Finnovative, Inc. is a full-service consulting firm addressing the specific needs of the entire spectrum of participants in the investment management industry. Our team of industry professionals combines expertise in global markets, research and analytics, trading and operations, technology, client service and support, modern management techniques, and business development. Since its inception, Finnovative has developed its own portfolio of subject matter experts to support the growth and success of its clients by providing innovative financial products, technology-based consulting services, and operations support for the investment management and advisory community. For more information, please visit <http://www.finnovative.net> or contact Nitin M. Barve, CFA at 650.812.1101.

**About Archway Technology Partners**

Archway Technology Partners is a global software company supporting the operations of private investment companies such as Hedge Funds, Fund of Funds, Family Offices, Multi-Family Offices, Fund Administrators and Real Estate Funds. Archway's flagship product, ATWeb, is a leading on-demand enterprise software application for the Investment Industry. ATWeb customers enjoy web-deployed tools available 24/7. ATWeb is the industry's only application that has successfully integrated investor relations, portfolio reporting, fund accounting, partnership accounting, and a full suite of financial modules - a true standard in one solution. Built on next generation technology, Archway also supports the world's only fully integrated Hedge Fund Market. For more information, please visit our website at <http://www.archwaytechnology.net>.

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If you would like more information about this topic, or to schedule an interview, please call Drew Alexander at 917.464.5288 or email Drew at [dalexander@archwaytechnology.net](mailto:dalexander@archwaytechnology.net).