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**HIDDENLEVERS SIGNS 100 PAYING FINANCIAL PROFESSIONALS**

*Risk Management and Macro Analysis platform HiddenLevers picks up traction*

**NEW YORK, NEW YORK July 28, 2011** -- HiddenLevers, the world's first macro analysis platform, recently passed the 100 paying subscriber mark. Currently, 124 financial professionals are actively using this suite of web-based risk management and macroeconomic research tools. Growth has picked up steadily since HiddenLevers started its beta tester program in mid-February.

"What this achievement tells us is that financial professionals have a gaping hole when it comes to macro risk. They need something to help their clients understand how looming economic headwinds affect their investments," said Raj Udeshi, co-founder of HiddenLevers. "They see promise in us to fill that void at a price that makes sense – we won't let them down."

HiddenLevers is seeing rapid growth because it serves a broad base of financial professionals. The subscribership includes both active and passive advisors, portfolio managers, hedge fund quants, private wealth managers, fund-of-fund managers, family offices, RIA investment committees, CIOs, insurance company risk managers, and university endowment fund officers. These early adopters saw enough value in this beta product to pay for it.

"Even advisors from Merrill Lynch and Ameriprise have signed up, unsolicited. This lets us know that the large wire houses have failed at giving their Advisors tools to deal with current macro risks and the big picture," said Praveen Ghanta, HiddenLevers co-founder.

In order to serve the needs of its diverse customer base, the HiddenLevers functionality has been growing nearly as fast as its subscribership. Major updates are released monthly, and user experience enhancements are made weekly, based on feedback from subscribers.

"We are very customer focused – everything we build is centered on getting new assets under management, preventing customer flight, and creating alpha in the face of the growing number of macro risks. Also, we speak to risk in context of scenarios, the way humans talk," said Udeshi.

The HiddenLevers macro analysis suite includes:

- Portfolio Stress Testing
- Macro Scenario Modeling
- Macro Scenario Hedging Screener
- Macro Trend Investment Research
- The War Room (monthly interactive webinar examining Macro Scenario outcomes)

About HiddenLevers:

HiddenLevers is exploring new frontiers in professional-grade risk management and macro analysis tools. The technology maps the correlations between 100 macro-economic indicators, industries and investments, giving financial professionals new ways to tackle economic uncertainty. The toolkit includes portfolio stress testing, macro scenario modeling, investment screening based on macro trends, and client-facing reports. In a time when managing emotions is just as important as managing money, HiddenLevers helps translate big picture scenarios into portfolio-specific guidance. HiddenLevers is based in New York City, with satellite offices in Atlanta and Los Angeles.

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