



INCREMAX WINS MICROSOFT PARTNER COMPETENCY AWARD FOR HEDGE FUND INDUSTRY EXPERTISE

Creating A Microsoft Product Road-Map For Growing Hedge Fund Management Firms Key To Success

New York, USA – May 24, 2007 – Incremax, a Greater New York business-savvy technology consultancy of Microsoft product solutions is proud to be awarded Microsoft’s Third Quarter New York/New Jersey Area Partner Award for Competency in understanding the scalable infrastructure, information productivity and custom business applications that drive both Fixed-Income and Equity Hedge Fund management firms.

Leveraging expertise gained from large-scale technology deployments in Financial Capital Markets for clients such as Citigroup and Fidelity Investments, Incremax was able to create a technology roadmap of Microsoft products and business applications specifically targeted to handle the needs of Hedge Fund management firms as they grow from millions, to billions of dollars in assets under management. Incremax has been able to refine this roadmap approach with two of its Hedge Fund management firm clients that manage over \$1 billion in assets. Most recently Incremax and Microsoft have also partnered with Hedgefund.net, the leading information resource for hedge fund product performance ranking and reporting to introduce both Excel 2007 and this technology roadmap of Microsoft product solutions to the hedge fund industry executives in the Greater New York City area.

“Most Managing Directors are not aware of the complexity of the technology required to manage Front/Middle/Back-Office operations efficiently while mitigating risk and instilling investor confidence in their ability to trade and protect assets.” said Kerry Gerontinanos, President of Incremax. “It was important to us as a provider of Microsoft-based solutions that we addressed the scalable needs of a 3-man operation managing tens of million dollars of assets to the management firms that catapult quickly to billions of dollars in assets under trade.”

The Microsoft complete suite of products from infrastructure, information productivity, custom application development and business intelligence, are very well suited to addressing the needs of growing Hedge Fund management firms yet the choices and priority of adoption can be daunting for of these firms. Managing Directors and CFOs that would like to know more about how Incremax can tailor a technology and business application adoption strategy for their particular needs can contact Incremax Hedge Fund specialists at hedgefunds@incremax.com.

About Incremax

Incremax is a business-focused technology consultancy that excels at delivering *incremental asset value from technology* investments. With Practice Areas leveraging Microsoft Solutions in Information Productivity, Advanced Infrastructure and Business Intelligence, we have the breadth and expertise to build a *People-Ready* business to cut costs, win customers, and create new innovative business opportunities.

Incremax is a Microsoft Gold Certified and Managed Partner that has been helping Fortune 500 and middle-market clients gain a timely and competitive advantage since 1993. For more information refer to <http://www.incremax.com>.

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