



Boston, August 1<sup>st</sup>, 2012 – Pine Rock Partners Selects Smonik Investments Systems for Improved Back Office Operations and Robust Reconciliation

Smonik Investment Systems, a leading consulting firm and software provider for the alternative asset management industry, today announced that Pine Rock Partners, a multi-strategy fund of hedge funds, has chosen to implement the Smonik platform.

Founded in 2004, Pine Rock Partners is a rapidly growing fund of hedge funds. The firm manages hedge fund of funds for its clients. It invests in the public equity and hedging markets of the United States & Europe. The Implementing of the Smonik platform will allow Pine Rock Partners to drastically improve their current operational procedures, improve transparency and communication throughout the firm and also reduce a significant amount of time and cost related to operations.

Ray Brennan, COO of Pine Rock Partners, said, “We selected the Smonik platform because it was by far the most robust and user friendly platform we evaluated, after looking at the system it was easy to see that it was built by folks who had worked in this industry. The level of detail that we now get, and the ease of use of the platform made it a simple choice for Pine Rock”

Pine Rock will also leverage Smonik’s industry and software experience to assist on other product development projects they are considering.

“The Smonik platform continues to receive very positive feedback and attraction by a large number of leading alternative management firms, given that our firm is made up of ex Hedge Fund personnel I think we bring an enormous amount of credibility and understanding to every client we work with”, said Sethu Bijumalla CEO of Smonik. “The great thing about our platform is that it was designed to be used by firms of all sizes and strategies, our goal was to build a suite that would help the CFO or COO of any fund improve the way back office operations were being handled on a daily basis, we allow them to automate, and streamline the tasks that every fund has to deal with while simultaneously helping them reduce operating expenses”

About Smonik Investment Systems:

Founded in 2009 Smonik Investment Systems is a financial software and consulting firm that specializes in providing innovative solutions to Hedge Funds and Hedge Fund Administrators. We work with firms that are looking to reduce their operating costs and improve efficiencies with their back office operations. By coupling our deep financial industry experience with our state-of-the-art technology platform we are able to help our clients transform the way they gather, manage, distribute and communicate information both internally and externally

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