



PRESS RELEASE – NEW INVESTMENT ADVISORY FIRM

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New Investment Advisory Firm Launched In Boston

BOSTON, MASSACHUSETTS (October 29, 2008) –Bala Cumaresan, founder and CEO, is pleased to announce the launch of Siharum Advisors, LLC, a new investment advisory firm in Boston. The firm is an independent, open architecture investment advisor providing investment advice and service for high net worth individuals and foundations. Siharum was founded on three core principles: 1) provide independent and objective advice; 2) use a differentiated investment approach; and 3) offer the highest quality of service to clients.

Bala Cumaresan has over 15 years of experience in asset allocation and manager evaluation and selection, most recently as CIO and member of the Board of Directors for a \$5 billion open architecture investment advisory firm in Boston.

“The current market conditions make it the perfect time to launch a firm like ours that is independent and free of conflicts,” stated Bala Cumaresan. “Over the past two years, we have seen the results of investment advice provided to clients by firms inundated with conflicts. Our most important core value is that Siharum Advisors does not accept commissions, finders’ fees or offer affiliated products to our clients.”

Siharum Advisors uses a differentiated investment process, its trademarked Manager First™ approach, with investment allocations based on longevity of assets. Siharum starts its process by finding exceptional managers, irrespective of their asset class or styles of management. Each client’s portfolio is customized from this select list of managers by designing an allocation based on cash needs at various time intervals.

“By focusing on the manager first, high-conviction managers represent a larger portion of the client’s portfolio,” explained Bala. “Unlike traditional advisory and consulting firms that target allocation to numerous categories, we simplify the program by focusing on the three major asset classes, while still meeting the objectives of our clients”.



The firm's commitment to the highest quality of client service rests with its Director of Client Service, Amanda Scipione. "I jumped at the opportunity to be part of a firm that focuses on serving its clients," said Amanda. "Having worked with Bala in the past, I know that Bala shares my values and commitment to clients."

If you have questions regarding Siharum Advisors and its services, please contact Amanda Scipione at 617-428-7500.

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