

FOR IMMEDIATE RELEASE

Arrow Partners Adds Industry Leader Stacy Havener

Increases Focus on Growing Independent RIA & Wealth Management Channel

April 23, 2009 – New York

Third party marketing firm Arrow Partners substantially strengthens its distribution expertise to the Registered Investment Advisor and Wealth Management channel with the addition of Stacy Havener.

“We are thrilled to have Stacy lead our dedicated sales effort to the wealth management marketplace.” says Steven Rubenstein, Arrow’s founder. “Our investment management clients will quickly benefit from Stacy’s long established investor relationships and track record raising assets. In addition, her extensive industry knowledge will prove invaluable for those clients looking to strategically enter this fast growing market.”

A pioneer in the third party marketing industry, Arrow Partners has spent the last 14 years primarily focused on the institutional channel raising several billion dollars for investment management clients. The firm was honored as the Third Party Marketer of the Year at the Emerging Manager’s Summit in 2007.

“Arrow provides the ideal platform to leverage my experience and relationships with RIAs and advisors on behalf of our clients. With Arrow’s strong reputation, time-tested sales infrastructure, and access to high caliber managers, I am better able to respond to the increasing sophistication of the wealth management channel,” added Havener.

Stacy has been a leader in the third party marketing business since 2000, most recently with Candlewood Advisory Partners, a firm she co-founded, which focused exclusively on distribution to independent RIAs. From 2000 to 2007, she worked for Sincere & Co., a similarly specialized 3PM, progressing from the first employee to a key executive at the 10 person firm. During her seven years at Sincere, she raised more than \$5 billion for their investment management clients.

For more information, contact Ken Rogers at 914-251-1084 x11 or ken@arrowpartners.com

Arrow Partners is an independent sales and marketing firm, founded in 1995, whose primary role is to help investment managers increase their assets under management. Arrow represents a limited number of managers from global multi-product firms to small boutiques. Investment managers with established sales teams, as well as those without dedicated resources, retain Arrow. The firm is a founding member of the [Third Party Marketers Association](#).