



Freeman & Co. LLC

Press Release

FOR IMMEDIATE RELEASE

FREEMAN & CO. ADVISED K2 ADVISORS ON SALE OF MINORITY INTEREST TO TA ASSOCIATES

NEW YORK, March 27, 2007 -- Freeman & Co., LLC, a leading independent advisor to the financial services industry, announced today that it advised K2 Advisors, a \$5.5 billion hedge fund of funds, on the sale of a minority interest in the firm to TA Associates, a leading private equity buyout firm based in Boston.

“This transaction represents the trend of continued institutionalization of the alternative asset management sector,” said Jim Freeman, Managing Partner.

“Successful firms such as K2 Advisors continue to build their businesses to meet the increasingly sophisticated needs of their institutional clients, and this transaction will allow K2 to do that while maintaining their independence,” said Eric Weber, Managing Director & COO.

In addition to K2 Advisors, Freeman & Co. has advised on numerous alternative asset manager transactions, including those involving The Bank of New York, Guggenheim Capital, Hamilton Lane, Ivy Asset Management, Javelin Fund Ltd., Lyra Capital, Urdang Capital Management and Zurich Capital Markets.

About Freeman & Co. LLC

Founded in 1991, Freeman & Co. LLC is a boutique, M&A advisory and strategic management consulting firm focused exclusively on the financial services industry with offices in New York, London and Paris. The company's M&A services include mergers and acquisitions advice, capital raising, fairness opinions, restructuring advice and private company valuations. Strategic management consulting assignments are customized to client needs and have covered a wide array of projects. Additionally, Freeman & Co. developed a proprietary algorithm and methodology for benchmarking the competitive position of capital markets businesses, which has become the industry standard used by major investment banks.

For more information, see www.freeman-co.com.

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