



**FOR IMMEDIATE RELEASE**

**CONTEXT ASSET MANAGEMENT LAUNCHES TO PROVIDE ALTERNATIVE MUTUAL FUNDS TO RETAIL AND INSTITUTIONAL INVESTORS**

*Industry Veterans with Proven Asset Allocation and Manager Selection Experience to Offer Multi-Manager and Single-Manager Products*

**BALA CYNWYD, PA** – March 24, 2014 – [Context Asset Management](#) is pleased to announce the launch of a new alternative mutual fund company created by a group of highly experienced finance industry professionals. Context's funds fill a void in the investment marketplace by giving investors access to cutting-edge alternative investment strategies with the ease and simplicity of traditional mutual funds.

Alternative mutual funds have enjoyed rapid growth in recent years driven by institutional and retail investors looking for hedge fund-like returns with lower fees and advisors responding to client demands for an alternative to traditional portfolio construction. Context's innovative solutions combine the low correlation and low volatility of hedge fund strategies with the transparency and low minimums of traditional investing.

"At Context, we have made a commitment to helping our clients seek to reach their financial goals and plan for their economic futures," said Steve Kneeley, Chief Executive Officer of Context. "We work with our clients, their intermediaries and our own capital to produce positive outcomes. Whether the goal is saving for retirement, paying for college or traveling with friends and family, we want our investors to have the freedom to do what they want to do and to be who they want to be."

Previous entrants into the alternative mutual fund space have primarily been either traditional mutual fund providers or hedge fund managers, both of whom have had a singular focus. The Context team, on the other hand, has extensive experience in investing, asset allocation and manager selection at alternative and traditional asset management firms, family offices and large endowments. The firm will leverage that collective background to offer multi-manager and single-manager funds that provide advisors and their clients with access to emerging and established managers with exceptional talent and historically successful strategies. Context's first fund, the Context Alternative Strategies Fund (CALTX), a multi-manager, multi-strategy fund, is now available for purchase.

"Our experience has shown it is possible for the best hedge fund managers to consistently outperform the market," said John Culbertson, Managing Director and Chief Investment Officer of Context. "We have obtained access to those managers, constructed portfolios around their strategies and are now offering them to retail and institutional investors in a liquid, transparent form."

Context's management believes alternative mutual funds are important to portfolio management because they are designed to produce efficient, risk-adjusted returns and they present an opportunity to increase portfolio diversification. They also have a lower correlation to the equity

and fixed income markets, which may decrease portfolio volatility while pursuing compelling investment returns. Because they are regulated, open-end mutual funds, they reduce a variety of risks normally associated with hedge fund investing by offering daily pricing, daily liquidity, transparent reporting and third-party custody of assets.

The Context common denominator is exceptional managers that use repeatable processes to drive consistent performance. The firm is committed to providing superior, client-focused products and services, recognizing that an integral part of quality is consistency and strength of returns.

The Context team is comprised of professionals with successful backgrounds in investing and allocation at alternative and traditional asset management firms, family offices and endowments. The team is led by:

**Steve Kneelely, Chief Executive Officer**

As CEO, Steve is responsible for the long-term results of the firm and oversees all functional areas, including strategic planning, marketing, distribution, compliance, finance, human resources and capital sourcing. Prior to joining Context, Steve served as CEO of Spider Management, which provides investment management services to endowments and foundations, including the University of Richmond's \$2 billion endowment. Previously, he was Co-Founder and CEO of Turner Investment Partners as well as President of The Turner Funds.

**John Culbertson, Chief Investment Officer**

In his role as Context's CIO, John is responsible for the firm's strategic development and implementation of the investment strategy and serves as chair of the investment committee. Prior to assuming his current position with Context, John ran the investment committee and was CIO for a large family office, where he oversaw a portfolio of hedge funds and was responsible for asset allocation decisions. In addition, John was a partner at Cooper Neff, where he founded the London office and traded derivatives on fixed income, commodities and equities.

**Kevin Garton, Chief Marketing Officer**

With a diverse background in marketing, product development, sales and operations in the financial services, technology and consumer products industries with some of the world's most recognized brands, Kevin is responsible for strategy, marketing communications and brand development for Context. Before Context, Kevin served as Executive Vice President, Chief Marketing and Revenue Officer for Neat, a Philadelphia-based company that markets hardware, software, cloud and mobile solutions.

**About Context Asset Management**

Context Asset Management is a leading provider of alternative mutual funds for retail and institutional clients. Our unique single- and multi-manager alternative mutual funds combine the low correlation and low volatility of hedge fund strategies with the transparency and liquidity of traditional mutual funds. Context's alternative mutual funds can play an important role in helping investors secure the financial future they desire. To learn more, please visit [www.contextam.com](http://www.contextam.com).

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Important information:

*Before investing you should carefully consider the Fund's investment objectives, risks, charges and expenses. This and other information is in the prospectus, a copy of which may be obtained by calling 1-855-612-2257. Please read the prospectus carefully before you invest.*

An investment in the Fund is subject to risk, including the possible loss of principal amount invested. Other risks are detail in the prospectus and include, but are not limited to, the following:

- Investments in futures contracts involve additional costs, may be more volatile than other investments and may involve a small initial investment relative to the risk assumed. The primary credit risk on futures contracts is the creditworthiness of the exchange itself. Futures are also subject to market risk, interest rate risk (in the case of futures contracts relating to income producing securities) and index tracking risk (in the case of stock index futures).
- The Fund may use derivatives (including futures, options and swap agreements) to enhance returns or hedge against market declines. The Fund's derivative investments have risks, including the imperfect correlation between the value of such instruments and the underlying assets of the Fund, which creates the possibility that the loss on such instruments may be greater than the gain in the value in the Fund, the possible default of the other party to the transaction; and the illiquidity of the derivative investments.
- Investing in exchange-traded funds (ETFs) subjects the Fund to substantially the same risks as those associated with the direct ownership of the securities or other property held by the ETFs.
- Foreign investments may be subject to the same risks as domestic investments and to additional risks which include international trade, currency fluctuation, and political, regulatory and diplomatic risks, which may affect their value. Foreign investments may also suffer from a lack of timely or reliable financial information.
- Emerging markets investments are subject to additional risks due to greater political and economic uncertainties as well as a relative lack of information about companies in such markets.
- The Fund is "non-diversified," investing in fewer securities at any one time than a diversified fund. A decline in the value of or default by a single security may have a greater negative effect than a similar decline or default by a single security in a diversified portfolio.
- Utilizing private placements involves significant risks along with the opportunity for substantial losses and lack of liquidity.
- Short selling involves unlimited risk including the possibility that losses to the Fund may exceed the original amount it invested.
- Investments in small and medium capitalization companies may be less liquid and their securities' prices may fluctuate more than those of larger, more established companies.
- Technology investing includes the risk of short product cycles and rapid obsolescence of products and services.
- Newly organized Funds have no or minimal trading history, and there can be no assurance that active trading markets will be developed or maintained.

Forside Fund Services, LLC, distributor