



For immediate release

Contact: Eva March
DC Placement Advisors GmbH
+49 89 90 77 46 99 -0
emarch@dcpla.com

Press Release

Alpha Associates Named Best Regional Investor

Zurich, November 21st, 2012

Private equity fund-of-funds manager and advisor Alpha Associates has won the prestigious Leaders League Gold Award in the category “Best Fund-of-Funds Manager – Regional Strategies”.

The award ceremony, which recognises excellence in private equity, took place on November 15th in Paris following the Private Equity Exchange Summit, the largest Private Equity & Restructuring conference in Europe. In the highly contested category “LP Awards” the jury evaluated criteria such as investment strategy, sourcing and access, team, track record, fundraising success as well as GP/LP relationships.

“We are very proud of this recognition as it confirms that our longstanding investment expertise and our diligent investment approach create value for our investors across market cycles. The quality of a private equity fund manager is always best proven in a down market. Winning the award at this time is therefore particularly gratifying,” says Petra Salesny, Chief Operating Officer at Alpha Associates.

Petr Rojicek, Chief Investment Officer, comments on Alpha Associates’ investment approach: “In this market environment manager and strategy selection are more crucial than ever to successful private equity investing. We aim to maximize returns while mitigating downside for our investors. We deploy a proven threefold strategy of making primary commitments, buying secondaries and making direct co-investments to exploit opportunities as and when they arise.”

Chief Executive Officer Peter Derendinger adds: “Alpha is known for staying away from crowded geographic markets and market segments. Our performance has proven us right and we will continue to work hard to achieve outperformance.” DC Placement Advisors acts as an European placement agent for Alpha CEE III, the fund-of-funds for Central- and Eastern Europe of alpha associates.

About Alpha Associates

Alpha Associates is an independent private equity fund-of-funds manager and advisor based in Zurich, Switzerland, with over USD 2b assets under management and a team of 30 professionals. Alpha Associates manages globally diversified and geographically focused private equity programs for an international institutional client base. The group has invested USD 725 million in private equity funds, secondary transactions and direct co-investments in Central & Eastern Europe and Russia/CIS since 1998 and has just launched its fundraising for its fourth generation fund for Central & Eastern Europe. www.alpha-associates.ch



About DCPLA

DC Placement Advisors (DCPLA) is a placement agent and advisory firm specialising in placing and consulting infrastructure, private equity, real estate & sustainability funds. The company also offers contract-marketing services and CRM advisory to fund managers focusing on the alternative investment industry. In addition DCPLA provides secondary brokerage services. In 2010 DC Placement Advisors was ranked number 5 global placement agent by Dow Jones Private Equity Analyst. For more information on DCPLA, please visit www.dcpla.com