

FOR IMMEDIATE RELEASE

forward look, inc. launches RiskForecastTM for Investment Managers

BOSTON, MA – 15 Oct 2007 -- *forward look, inc.* announces the launch of RiskForecastTM, an innovative analytic service that enables investment managers to proactively identify and resolve potential shortfalls in portfolio performance stemming from the quality of their investment operations.

RiskForecastTM provides investment managers with an unbiased technique to ensure that their investment operations can deliver the full value inherent in their investment ideas. Using proprietary analytics, the RiskForecastTM service generates forward-looking, multi-factor profiles that generate an incisive continuous ‘look-through’ at the quality of their own operations.

RiskForecastTM is designed to enable actionable improvements in performance within six to twelve months of implementation. Optimizing investment operations can return risk-adjusted performance gains ranging from 50 to 250 basis points.

Chito Jovellanos, President and CEO of *forward look, inc.* said “RiskForecastTM was developed from seven years of observation and research. As part of its launch, we are presenting the results of our research that demonstrate the measurable contribution of investment operations quality to portfolio performance at the *Plan Sponsor & Consultant Circle Summit* in San Francisco”.

RiskForecastTM uses transactional and reference data drawn from the investment manager’s operations and quantifies the informational latency inherent in a manager’s data flows. Information latency dampens the ability of people and systems to simultaneously deliver and act on investment data in a timely manner. Given the dynamic nature of markets and the fleeting nature of opportunities, information latency significantly constrains the ability of an investment manager to deliver the alpha embedded in their underlying strategies.

About *forward look, inc.*

forward look, inc. is a Boston-based advisory that enables investment managers to significantly improve product performance and minimize implementation shortfalls associated with complex product development initiatives. For more information on the RiskForecastTM service, please see www.riskforecast.com, or contact *forward look, inc.* at +1 617 956-2239 or inf@forwardlook.com

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