



FOR IMMEDIATE RELEASE

Press Contact:
Kevin Kasper
973-393-6266
kevin@bkcomgroup.com

BK Communications Group Launches Marketing Communications Consultancy for Alternative Asset Managers

Clifton, New Jersey, February 2, 2009 – BK Communications Group (BKCG) today announced the launching of its marketing communications consultancy specifically targeted to hedge funds and other alternative asset managers. BKCG will help managers by serving as a provider of message development, content creation, and presentation coaching.

“Investor retention, asset gathering, and keeping costs down are concerns for managers today more than ever,” said Kevin Kasper, one of the firm’s Principals. “Outsourcing marketing communications is a cost-effective way to improve the chances of retaining clients and provide powerful marketing tools for more successful asset gathering.”

BKCG uses a collaborative approach to help firms hone their message and content in every medium from PowerPoints to DDQ responses to newsletters. The firm manages a team of strategic partners to complement its services in such areas as graphic design, website production, and marketing business strategy.

“Put simply, we help our clients clarify and communicate their messages to investors and prospective investors more effectively, something many managers don’t have the time or expertise to do themselves,” explained Eric Brand, a Principal of the firm.

The firm has already helped a roster of clients, performing work that includes refining and repackaging **core** marketing messages **for the investor and consultant audience**, improving the text and graphics of a homegrown PowerPoint presentation to a professional level, and assisting a new marketing push by crafting compelling case studies and press releases.

BKCG’s principals represent more than 20 years of combined industry experience at firms including AllianceBernstein, Morgan Stanley, Brown Brothers Harriman, Pzena Investment Management, and Wachovia, developing and implementing marketing deliverables for private and institutional clients across all asset classes, specializing in alternative investments.

info@bkcomgroup.com 270 Rutherford Boulevard, Clifton, NJ 07014 973-393-6266



About BKCG

BK Communications Group provides outsourced marketing and client communications services for the asset management industry. BKCG's principals have over 20 years of combined industry experience developing and implementing marketing deliverables for private and institutional clients across all asset classes, specializing in alternative investments. BKCG helps investment firms define and craft their message – from strategizing the theme to polishing the content – in every medium from PowerPoint to RFPs to press releases. BKCG manages a team of strategic partners to complement its services in such areas as graphic design, website production, and marketing business strategy. Whether through concept development, content creation, or presentation coaching, BKCG can help investment managers define and communicate their message clearly and effectively. For more details, please see www.bkcomgroup.com.

#