



**FOR IMMEDIATE RELEASE**

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**ALTEGRIS APPOINTS ANDREA TRACHTENBERG  
AS CHIEF MARKETING OFFICER**

*Senior Management Team Expands as Demand Grows for Premier Alternative Investments*

**LA JOLLA, CA** – March 1, 2010 – Altegris ([www.altegris.com](http://www.altegris.com)), a leading provider of premier alternative investments, announced that it has appointed Andrea Trachtenberg as Chief Marketing Officer.

In her new role, Ms. Trachtenberg will focus on building the Altegris brand and delivering strategic marketing programs and initiatives, as well as sales growth strategies for the high net worth, independent broker dealer and RIA channels.

“At Altegris, our team of experienced industry professionals seeks to provide institutional quality premier alternative investments to the wealth advisory community and sophisticated investors,” said Jon Sundt, President and CEO of Altegris. “Andrea has a proven record of building client-centric marketing strategies, and an extensive background in the financial services industry. Her addition to Altegris reflects our serious dedication to offering and expanding the best platform of alternative investment solutions available.”

Ms. Trachtenberg was previously the Founder and Managing Director of Ivory River Group, LTD, a boutique strategic marketing consulting firm that served the needs of a diverse group of leading financial and professional services firms.

Prior to that, Ms. Trachtenberg was Senior Vice President and Head of Global Marketing for Lehman Brothers Global Investment Management. There, she spearheaded the creation and launch of a new global external and internal branding strategy. Before Lehman Brothers, Ms. Trachtenberg was Senior Vice President and Chief Marketing Officer for asset management firm Neuberger Berman. She is credited as a key architect of the growth and success that lead to Neuberger’s eventual acquisition by Lehman Brothers.

“Altegris is the leader in providing access to high quality alternative investments. I am impressed by its singular focus on providing world-class Research, Investment, Distribution, Technology and Client Services, said Trachtenberg.” “I am excited to join Altegris as we look to further enhance our capabilities, and meet the increasing demand for trusted and intelligent alternative investments and solutions.”

To request more information, please contact Carol Graumann at (973) 732-3521 or [carol@jcpublicrelations.com](mailto:carol@jcpublicrelations.com), or Matt Habecker at (800) 828-5225 or [mhabecker@altegris.com](mailto:mhabecker@altegris.com).

## **About Altegris**

Altegris provides an institutional quality platform of alternative investments designed to meet the needs of investment professionals and sophisticated individual investors. By connecting clients with premier, award winning managers at often lower investment minimums, Altegris provides a straightforward and efficient way for investors seeking to improve portfolio diversification with historically low-correlated investments. With one of the leading research teams focused solely on alternative investments, Altegris follows a disciplined process for identifying, evaluating and monitoring investment talent across the spectrum of hedge funds, managed futures funds, and other alternative investments. The Altegris Group of Companies includes Altegris Investments and APM Funds. Altegris Investments is a registered broker-dealer serving financial professionals as well as individual sophisticated investors and family offices. Currently, investors have allocated more than \$2.4 billion in trading level to alternative investments available through the Altegris platform.

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