

Online& Launches Tiered Web Platform for the Alternative Investment Industry

NEW YORK, NY and PORTLAND, OR, April 18, 2011 – Online& LLC, a provider of comprehensive web and mobile technology services, has launched its tiered website platform designed specifically for the alternative investment industry. The modular, scalable system robustly supports marketing, investor relations, compliance, and security requirements for investment management firms and service providers.

Developed and refined over the course of the past decade, the [Online& Investment Management](#) components have been deployed for large established hedge fund organizations, small start-up managers, CTAs, funds of funds, and industry service providers.

“We offer a range of customizable solutions that scale to fit any size firm, and payment options for nearly any budget, while providing a more secure and flexible solution than off-the-shelf alternatives,” observes Online& founder and technical director Glenn C. Devitt. “Our clients particularly appreciate that, unlike some of our competitors, we do not use an expensive subscription model. Once we launch a client’s site they own it outright, and can update it easily in-house using our [ControlPanel™](#) system – without third-party maintenance fees. The total cost of ownership is much lower than less comprehensive solutions, enabling our clients to recognize a return on their website investments almost immediately.”

“Our project development cycle is specifically designed to comply with relevant regulatory restrictions and embrace each client’s legal/compliance review process,” notes Holly Singer, President of HS Marketing, LLC. The Online& Investment Management suite was developed over the course of Devitt’s longtime collaborative relationship with [HS Marketing, LLC](#), which is dedicated to serving the marketing communications objectives of firms in the alternative investment community.

About Online&

www.OnlineAndInvestmentManagement.com

Online& LLC is a web and mobile development service provider with a specialization in the alternative investment community. The firm was established in 2011 by Glenn C. Devitt to capitalize on his experience serving more than 100 clients over 15 years as a co-founder of his previous firm. Online& allows him to build on an established record of excellence and leverage his strong network of talented professionals who range from NYC to Portland.

Contact : Glenn C. Devitt, Owner and Technical Director, Online&
Ph. 503.345.4321 · Glenn@OnlineAnd.com

Holly Singer, President, HS Marketing, LLC
Ph. 609.275.1303 · holly@hsmarketing.com