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GRAVITAS LAUNCHES FIRST CLOUD COMPUTING SERVICE FOR ALTERNATIVE ASSET MANAGERS

Scalable service allows small and medium financial firms to harness the cloud

NEW YORK – NOVEMBER 16, 2009 – Gravitas Technology, a leading technology solutions provider and business consultant to the alternative investment and financial services industries, today announced the release of the first suite of cloud services designed exclusively for alternative asset management firms, Gravitas Cloud Computing Services.

Gravitas' cloud computing service provides virtual server hosting at secure offsite co-location facilities and hosted applications including e-mail, mail compliance, remote data backup and VOIP (Voice over Internet Protocol) services on a per user, per month basis. The service also gives asset managers the ability to add computing capacity as it is needed, giving them the ability to scale to very large environments on demand.

"Alternative asset management firms are adapting to the radically changed set of conditions required to run a successful fund business in this new environment," Gravitas CEO Jayesh Punater said. "An important part of this new reality is having the appropriate amount of technology support, something we are providing with our cloud computing services."

Gravitas' cloud services is the first to allow small and medium sized hedge funds, private equity and other trading firms the ability to instantly access increased capacity in times of market stress or opportunity, rapidly test new trading ideas and help close the technology gap between small and large firms without buying servers and incurring other upfront capital costs.

"Gravitas Cloud Computing Services puts the same high tech resources in the hands of a \$100 million manager that previously was only available to multibillion dollar firms," Punater stated.

About Gravitas Technology

Gravitas Technology is a leading technology provider to the alternative investment industry and to financial services companies. Founded in 1996, Gravitas today provides business consulting services, software development and systems integration to hedge funds, private equity funds, brokerage firms, investment banks, traditional asset management firms and small and medium sized financial services firms. Gravitas is focused on providing clients with creative solutions to make their firms more efficient through outsourcing, colocation, disaster recovery and other innovative technological solutions. The company is based in New York with offices in Greenwich, Connecticut, Mumbai and Ahmedabad, India.
www.gravitastechnology.com.