



MANAGED FUNDS
ASSOCIATION

Press Release

FOR IMMEDIATE RELEASE
JANUARY 12, 2015

CONTACT: NICK SIMPSON
202-730-2919

NSIMPSON@MANAGEDFUNDS.ORG

MANAGED FUNDS ASSOCIATION NAMES ANTHONY COLEY EXECUTIVE VICE PRESIDENT AND MANAGING DIRECTOR, COMMUNICATIONS

WASHINGTON - Managed Funds Association (MFA), the leading trade association for the global alternative investment industry, today announced that Anthony D. Coley has been named Executive Vice President and Managing Director, Communications, effective immediately. Mr. Coley is responsible for developing and managing MFA's global communications and media outreach strategy. He most recently served as Deputy Assistant Secretary, Public Affairs at the U.S. Department of the Treasury.

“Treasury secretaries, senators and CEOs have all relied on Anthony's communications counsel, judgment and expertise. We are pleased to announce that our members will soon benefit as well,” said Richard H. Baker, President and CEO of MFA. **“Anthony's deep familiarity with the media and legislative and regulatory landscape will help strengthen MFA's ability to communicate our industry's value to the U.S. and global economies and advocate for smart regulations that foster fair, efficient and transparent capital markets.”**

Mr. Coley will report directly to Mr. Baker and serve on MFA's Management Committee.

Since July 2011, Mr. Coley has served as a senior advisor at the U.S. Treasury, providing communications counsel to secretaries Jacob J. Lew and Timothy F. Geithner and working closely with the communications staff at the White House and regulatory agencies of the Financial Stability Oversight Council. While managing a team of media spokespersons, he developed public affairs strategies on a host of matters related to capital markets and banks and non-bank financial institutions, including financial regulatory reform, Treasury debt management, housing finance, cyber security and consumer finance and protection, among others.

Before joining the U.S. Treasury, Mr. Coley was a Director at Brunswick Group where he advised Fortune 500 companies and others facing critical public affairs challenges. A veteran of Capitol Hill, he concurrently served as Communications Director and chief spokesman for the late-U.S. Senator Edward M. Kennedy and the U.S. Senate's Health, Education, Labor and Pensions Committee, which Senator Kennedy chaired. He was also a top press aide to U.S. Representative Harold Ford, Jr., U.S. Senator Zell Miller and U.S. Senator Jon S. Corzine. In the New Jersey Statehouse, Mr. Coley was press secretary to the Governor and later Director of Public Communications for the State. He received a B.A. in Business Administration from Morehouse College and M.A. in Legislative Affairs from The George Washington University.

About Managed Funds Association

The Managed Funds Association represents the global alternative investment industry and its investors by advocating for sound industry practices and public policies that foster efficient, transparent, and fair capital markets. MFA, based in



MANAGED FUNDS
ASSOCIATION

Press Release

Washington, DC, is an advocacy, education, and communications organization established to enable hedge fund and managed futures firms in the alternative investment industry to participate in public policy discourse, share best practices and learn from peers, and communicate the industry's contributions to the global economy. MFA members help pension plans, university endowments, charitable organizations, qualified individuals and other institutional investors to diversify their investments, manage risk, and generate attractive returns. MFA has cultivated a global membership and actively engages with regulators and policy makers in Asia, Europe, the Americas, Australia and all other regions where MFA members are market participants.

For more information, please visit: www.managedfunds.org.

###