

# AlphaNorth Asset Management Announces Launch of AlphaNorth Growth Fund on Monday July 25<sup>th</sup>, 2011

TORONTO, July 25, 2011 /CNW/ - AlphaNorth Asset Management (the "Manager") is pleased to announce the launch of the **ALPHANORTH GROWTH FUND (the "Fund")** on **Monday July 25<sup>th</sup>, 2011**. The AlphaNorth Growth Fund is launching at \$10 per unit and with a minimum initial investment of \$1,000. It is eligible for registered tax plans.

The objective of the AlphaNorth Growth Fund is to generate industry leading long-term returns by providing investors with diversified exposure to primarily small and mid-capitalization Canadian companies that offer attractive risk-reward characteristics. These will typically be companies with market capitalizations between \$100 million and \$5 billion.

The AlphaNorth Growth Fund employs a similar investment style and methodology to the AlphaNorth Partners Fund. AlphaNorth believes that superior long term equity returns are achievable by exploiting inefficiencies in the Canadian small cap universe through careful selection of securities. The firm combines technical analysis with bottom-up and top-down strategy in the selection of investments offering the best reward versus risk opportunities.

The FundSERV code for the AlphaNorth Growth Fund Series A shares is ANF010 and the Series F shares is ANF011. The AlphaNorth Growth Fund is available to Canadian individuals and institutional investors. The Fund can be purchased through approved dealers across Canada, including investment advisors, brokers and financial planners.

## **About AlphaNorth Asset Management**

AlphaNorth Asset Management is a Toronto-based investment management firm with over \$150 million in assets under management. It also manages the AlphaNorth Partners Fund, the AlphaNorth 2010 Flow-Through Limited Partnership and the AlphaNorth 2011 Flow-Through Limited Partnership.

*Commissions, trailing commissions, management fees and expenses all may be associated with mutual fund investments. Please read the prospectus before investing. Mutual fund securities are not guaranteed, their values change frequently and past performance may not be repeated.*

## **For further information:**

For more information regarding the Fund, please contact your financial advisor. You may also visit our website [www.alphanorthasset.com](http://www.alphanorthasset.com) where additional information is available, including the simplified prospectus, annual information form and the fund facts document. For further information, please contact Skye Collyer, Vice President, Sales and Marketing, at (416) 506-0776 x227 or email at [Skye@alphanorthasset.com](mailto:Skye@alphanorthasset.com)