
IRONBARK ASSET MANAGEMENT STRENGTHENS KEY ACCOUNT TEAM

SYDNEY, 16 February 2010: Ironbark Asset Management ('Ironbark') is delighted to announce that it has appointed an additional senior resource to its existing key account team.

Licia Heath joins the Ironbark team with over 10 years experience in the financial services sector. Licia has previously held Key Account Manager roles with global asset management firms, Deutsche Asset Management and Credit Suisse Asset Management.

CEO of Ironbark, Chris Larsen said "Licia is very highly regarded amongst the financial services community and has also previously worked with several of the other Key Account Managers within the team. Licia brings a great depth of knowledge and strong relationships with some of our existing and prospective clients."

In this role, Licia is responsible for relationships at the platform and dealer level of many of Ironbark's largest clients and some of the associated advisers.

"Ironbark Asset Management has a business model that's attractive to both staff and our clients. It has an exciting future and I'm looking forward to engaging with our key clients about our unique product offerings, both existing and in the pipeline." stated Heath.

Ironbark recently announced their retail strategic partnership with Karara Capital Limited, seeing them launch the Ironbark Karara Australian Share Fund in early Q2 2010.

"As we expand our business model of distributing an enhanced product suite in 2010 and beyond, we are committed to providing excellent service within the retail market. We are also currently recruiting to add to our Key Account team in Melbourne." added Larsen.

In addition, Ironbark have added two further resources in recent months. Jessica Lucich has joined as Business and Finance Manager, and Matthew Last has joined as Client Services Executive.

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Editor's notes

About Ironbark Asset Management

Founded in May 2009 by Chris Larsen (Chief Executive Officer) and Brendan Carpenter (Chief Operating Officer and Deputy CEO), Ironbark Asset management is an independent provider of best in class asset management solutions. Ironbark Asset Management seeks to build solutions that are relevant and meet the needs of our distributors and investors. To achieve this we invest in quality people to deliver the highest service standards.