

SPONSOR MONITOR™

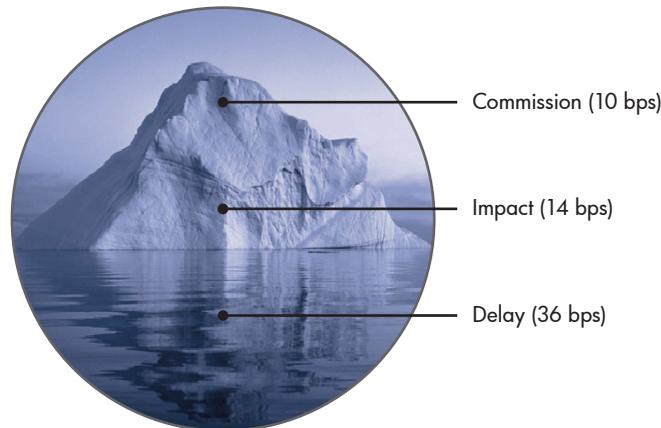
Evaluate, manage, and control trade costs.

Zeno Consulting Group, LLC, offers plan sponsors, mutual funds, insurance companies and fund-of-fund managers an objective way to examine the entire trading process, from stock selection through implementation, devoid of conflicts or hidden agendas. As part of that commitment, we have also developed a proprietary benchmark that goes beyond measuring costs to encompass trade characteristics, existing market conditions and delay costs, giving you a fuller, more accurate picture of a manager's trading execution efficiency.

CHALLENGE In an environment where the difference between top-quartile and median performance is often less than 1%, superior stock picking ability is not enough. Further, plan sponsors are under increasing pressure to assume fiduciary responsibility for best execution trading reviews, and to measure, monitor and control trading costs. Knowing which managers meet your best execution requirements is essential to ensuring superior fund performance.

SOLUTION Prudent monitoring helps to effectively manage and control excessive trading costs, ensure that trading strategies are consistent with investment styles, and deter soft dollar and trading abuses. It also provides valuable insight into what causes under or out performance. The Sponsor Monitor™ report delivers information from a trusted, independent, Registered Investment Advisor, experienced in exercising the right level of oversight, analysis and interpretation to fulfill these client needs.

Do you know what you really paid to buy and sell your funds' securities?



Zeno Trade Cost Universe for four quarters ending 4Q09

BENEFITS

Monitor the Execution Quality of Your Managers and Brokers Sponsor Monitor offers clients an independent assessment of their underlying managers' execution efficiency, as measured against the Zeno proprietary execution cost benchmarks.

Minimize Portfolio Loss and Control Costs Get detailed diagnostics that go beyond the basics of commission costs and market impact and into the far more significant 'hidden' cost of delay.

FEATURES

Detailed Analysis Evaluate each manager's overall trade process and provide recommendations on improving performance with Sponsor Monitor custom analysis and reports. Web-enabled drill-down applications allow for customized data sorting and trade specific analysis. With Sponsor Monitor, you will have the necessary information not only to establish unsurpassed oversight programs, but also to manage excessive trade costs, helping achieve real savings for your fund.

Consultative Approach Zeno consultants work as an extension of your staff, helping to understand and mitigate the shortcomings and inefficiencies in the trading process. The needs of plan sponsors and funds often differ, and with over 15 years of experience in trade cost analysis, fiduciary monitoring and manager evaluation, Zeno offers the in-depth experience and knowledge to meet client goals in a timely manner.

CONTACT INFORMATION

For more information on Sponsor Monitor, please call (732) 851-4210 or email info@zenocg.com.



www.zenocg.com