

**For Immediate Release**

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## **Greycroft Selects LeverPoint as Fund Administrator**

**March 26, 2010** – LeverPoint Management, LLC is pleased to announce that it has been appointed by Greycroft Partners to provide fund administration services for Greycroft II, the firm's \$115M second fund. LeverPoint will deliver fund accounting, reporting and administrative services to the VC firm headed by industry pioneer Alan Patricof.

"We worked with LeverPoint on our first fund and it made sense for us to retain them again. They share our high standards of service, striving to deliver the most timely and accurate reporting possible. We interact with them regularly, as if they were a part of our internal team," said Patricof, "it's a great partnership."

LeverPoint will provide comprehensive fund administration services for Greycroft II, including fund accounting and reporting, capital call and distribution management, investor tracking and treasury services.

"As we continue to grow, it is crucial to keep our current clients coming back to us. They are the backbone of our business, their satisfaction is paramount to our success, said David MacPhee, COO of LeverPoint. "We are thrilled to continue to develop our relationship with Greycroft and help to make their second fund a success."

LeverPoint Managing Director, Krista McCoy, who oversees business development for the group, said that the current economic climate is driving more funds to consider outsourcing. "Given the state of the market, impending regulatory changes and compliance issues, using an outside administrator is an appealing option for many private equity firms," she said. "This allows the client more time to focus on investing and producing returns."

### **ABOUT GREYCROFT PARTNERS**

New York-based Greycroft Partners is a venture capital partnership formed to invest in promising digital media companies. The firm has over \$190M under management that includes participation from leading corporate executives around the world. Greycroft also leverages an extensive network of media and technology connections to help investees gain visibility, build strategic relationships, and successfully bring their products to market.

### **ABOUT LEVERPOINT MANAGEMENT, LLC**

LeverPoint Management is a boutique fund administration firm that has been providing customized solutions for private equity firms for over 15 years. Currently overseeing more than 40 funds that range in size from \$50M to \$4B, the company administers a variety fund types, sizes and structures.