The 2014-2015 All America Student Analyst Competition

- Free to students and schools
- Between September, 2, 2014 – January, 30 2015
- Rolling Admission until November 2, 2014
- Students enrolled in colleges and graduate programs of study in the United States will use a cloud-based, simulated trading platform to design and manage a portfolio based on a U.S securities
- Recommendations may be backed up with written materials that will become part of the student’s personal investing track record
- Performance will be evaluated based on purely quantitative metrics including standard deviation of returns, alpha generation.

A full list of top performers (students as well as schools) will be published online in the May 2015 issue of Institutional Investor magazine as well as editorial coverage online and in the print edition. Students will also be included in the ALPHASEAL Recruiting Database, where industry sponsors will have the opportunity to select summer interns and full-time hires based on a combination of both their quantitative and qualitative track records.

Our approach shows students different methods of measuring risk that are commonplace in a professional environment. We rank performance based on a multi-factor model that rewards low volatility as much as it rewards P&L outperformance. Wherever possible, we show students the math behind the statistics so they can appreciate how decisions memorialized in a trade blotter impact their performance statistics.

Over 2,300 students from 84 colleges and universities across North America participated in last year’s competition.

Article on the competition and the full results can be seen here: www.institutionalinvestor.com/STUDENTCOMP

Performance statistics range from outperformance of the Russell3000 and volatility of daily profits and losses, to alpha generation broken down by long and short positions.

**ALPHASEAL statistics screenshot**

<table>
<thead>
<tr>
<th>School</th>
<th>Professor</th>
<th>Portfolio</th>
<th>Performance</th>
<th>Volatility</th>
<th>Long Alpha</th>
<th>Short Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fordham GSB</td>
<td>Robert Frost</td>
<td>2184</td>
<td>46</td>
<td>0.07%</td>
<td>249</td>
<td>0.01%</td>
</tr>
<tr>
<td>U. of Arizona - Capital Fund</td>
<td>David Inyand</td>
<td>1256</td>
<td>34</td>
<td>0.04%</td>
<td>748</td>
<td>1.81%</td>
</tr>
<tr>
<td>UT Austin - McCombs</td>
<td>Kelly Karron</td>
<td>2277</td>
<td>42</td>
<td>0.42%</td>
<td>733</td>
<td>1.62%</td>
</tr>
</tbody>
</table>

**ALPHASEAL talent database**

By the end of 2014 over 5000 college and grad students will have been through the ALPHASEAL Program.

Top performers from previous competitions have been featured on CNBC’s “Halftime Report” with Scott Wapner and “Fast Money” with Melissa Lee as well as Fox Business’ “Making Money” with Charles Payne.

Alum from the ALPHASEAL program have secured top tier internships and entry-level jobs in the financial services industry.

Institutional Investor will invite the top performing student and his/her professor from this year’s competition to meet professional investors at their annual U.S. Investment Management Awards in May, 2015 in New York City.

www.ALPHASEAL.com
Mark My Media:

Mark My Media, based in Stamford, Connecticut, produces league tables for the financial services industry and has a sophisticated software platform to track portfolios. The company’s ALPHASEAL® online simulator helps business students bridge the gap between what is taught in the classroom and what is expected on the job in financial services by giving them a tool to track risk-adjusted portfolio performance along similar metrics as those used by investment professionals.

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Institutional Investor:

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