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## Big Sur Capital Management Opens Its Doors, Offering New Hope for Financial Investors

Asset management firm provides peace of mind in tough economic times

SAN JOSE, Calif., May 13, 2008 — The art of investing is sophisticated and complex. So when economic times get tough, people who have built a healthy financial portfolio need to know they can trust their investment advisor to manage their assets effectively. They also want a professional with exceptional industry experience, and someone who cares about their success by employing sound, affordable investment strategies.

Big Sur Capital Management (<http://bigsurfund.com>), based in San Jose, Calif., is a Registered Investment Management firm with expertise in allocating client assets and achieving extraordinary risk-adjusted returns. Having just expanded its client base to the general public, Big Sur Capital is officially debuting its asset management services, investing in individual accounts affiliated with United States and global markets. Of note, the company is offering its services to both domestic investors, as well as those based overseas.

“Our team is very excited to be open and generating much-needed peace of mind in regard to investing,” says Steve Koh, Ph.D., CFA, founder of Big Sur Capital. “Given the status of our economy, asset management companies need to do something different to attract and retain not only clients but also their respect. Today, many such firms are closing their doors, but we’re opening ours and providing innovative ways to help.”

Today, most wealth management firms primarily offer passively managed mutual funds or hedge funds, which charge big fees and lock in money for long time periods. However, Big Sur Capital bridges the gap between mutual and hedge funds with fair fees and risk-adjusted returns. The company also manages individual retirement accounts (401K) and securities. Given that such an array of affordable services is so rare, this puts the company’s clients at a distinct financial advantage.

Big Sur Capital also boasts a savvy team that brings extensive experience in statistical modeling and research to the job. Their dedication and know-how tirelessly fuel fresh investment ideas and generate proven results. In fact, it’s this

broad-reaching background in both fundamental and quantitative investing that further differentiates Big Sur Capital from its competitors.

“Our team is extremely qualified and talented, boasting unique and impressive credentials,” Koh says. “This, in addition to our niche within the investment industry, distinguishes us as a firm that clients can trust, even in the most volatile of times.”

For more information, visit: <http://bigsurfund.com>

### About Big Sur Capital Management

Big Sur Capital takes financial security seriously with equity strategies that emphasize risk-adjusted return. While many investment firms employ only one single investment strategy or passive investment, Big Sur Capital monitors economic conditions for changes and opportunities that may influence a client’s portfolio, strategizing accordingly. Additionally, active management is based on economics, and fundamental and quantitative analysis. While striving to provide high return-risk ratio, Big Sur Capital also believes in building long-term client relationships.

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