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## **NYC Hedge Fund Manager Reduces Operating Costs by Implementing STP Custodian Data System by Lync.NET**

New York, NY, July 9th, 2004 – Lync.NET, the one stop for investment management technology, announces that OrbiMed Advisors, a New York based hedge fund, have implemented ISO-X™ from Lync.NET to reduce manual communication workflows to custodians. ISO-X is a system which leverages FTP technology, encryption and ISO 15022 message standards to transfer data to and from custodians efficiently, securely and for very low costs.

*“To automate our trade communication with custodians, we looked at many options” said Eric Bittelman, CFO of OrbiMed Advisors “We chose Lync because of their expertise in building systems. Lync implemented a solution that met our expectations in quality, service, and has allowed us to considerably reduce our manual communications workflows”.*

Lync’s ISO-X solution enables investment managers to electronically communicate daily trade data, allocation data, foreign exchange data and settlement information to interested parties from market leading trading systems. The system was designed to enable investment managers to reduce costs and achieve STP by eliminating faxing and other manual data transmissions.

ISO-X is part of the InvestPro™ suite of products. All of the InvestPro™ components can operate as a seamlessly integrated whole solution or à la cart with your existing systems. The products are scalable to accommodate a range of investment firm sizes and budgets. For more information on ISO-X or other InvestPro™ offerings; please contact [sales@lync.net](mailto:sales@lync.net)

### About Lync.NET

Lync.NET’s product suite, the InvestPro™ is the first and only complete, integrated, web-based, Microsoft SQL database throughout solution that automates mission critical requirements of professional investment firms.

Lync.NET was founded in 1995 and has provided technology solutions to hundreds of professional investment firms ranging from investment advisors to century old global custodians.

### About OrbiMed

OrbiMed is a preeminent asset management firm focused exclusively on the global health sciences industry, with over \$5 billion in assets under management across a family of private equity funds, hedge funds and other investment vehicles. OrbiMed's investment advisory activities were founded in 1989 with a vision to invest across the industry spectrum: from small privately-held drug discovery and medical device companies to large publicly-traded global pharmaceutical companies.

For more information on OrbiMed please visit [www.orbimed.com](http://www.orbimed.com)

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