

## **Echelon Capital Group and Centennial Partners, LLC Form Strategic Alliance**

### *Echelon to Expand Centennial's Efforts in the Institutional Market*

**Aug. 25, 2008** - [PRLog](#) -- Echelon Capital Group (Echelon), a multi-strategy boutique asset management firm offering innovative strategies to the institutional and intermediary markets, announced today that the firm has formed a strategic marketing relationship with Centennial Partners, LLC (Centennial) of Memphis, Tennessee.

Through the new relationship, Echelon will provide Centennial with strategic consulting and marketing services intended to increase Centennial's exposure in the institutional channel. Centennial manages client portfolios utilizing the following investment strategies: global macro, absolute return, and long/short equity.

"We believe Centennial is an outstanding alternative investment firm with an experienced and proven investment team," says John Zimmerman, Chief Executive Officer, Echelon Capital Group. "We are excited about being able to use our institutional marketing experience to help continue Centennial's growth."

"We are extremely positive about the relationship with Echelon and look forward to working closely together to deliver results for our clients," notes Joe Wade, President and Chief Investment Officer for Centennial.

#### About Echelon Capital Group

Echelon Capital Group is a multi-strategy boutique asset management firm based in Denver, CO. Echelon seeks to establish long term partnerships with asset management firms, either through minority or majority ownership or through establishing a strategic alliance. As part of the partnership, Echelon provides marketing strategy, product positioning, sales and client service support, and capital while providing client solutions through unique and innovative strategies. The firm was founded in 2007 by experienced institutional executives, John W. Zimmerman and Jack C. Swift, and with seed capital from Kemmons Wilson Companies. For more information about Echelon Capital Group, visit [www.echeloncapitalgroup.com](http://www.echeloncapitalgroup.com).

#### About Centennial Partners

Centennial Partners is based in Memphis, TN and offers investment strategies as direct portfolio management, as well as through privately-offered investment funds characterized as fund-of-funds. Founded in 2000, the firm manages over \$776 million in assets as of August 1, 2008 for high net worth and institutional investors. Centennial has a highly experienced management team utilizing a disciplined, risk-managed investment process. For more information on Centennial Partners, go to [www.centennialfunds.com](http://www.centennialfunds.com).

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