



361 Capital Acquires Award-Winning BRC Investment Management *Adding proven investment experience and institutional clients*

Denver, CO (November 1, 2016) – 361 Capital, a leading boutique asset manager offering distinctive investment strategies to institutions, investment advisors and their clients, announced the completion of the strategic acquisition of BRC Investment Management, LLC.

Known as a pioneer in developing algorithms designed to monetize behavioral biases and other market factors in order to pursue consistent alpha for client portfolios, BRC brings unique and complementary investing skills and time-tested strategies, including large, mid and small cap, as well as Japanese All-Cap Equity to 361's innovative product offering.

"We are thrilled to have added BRC Investment Management's highly experienced team to further our vision of being a world-class investment management firm specializing in distinctive solutions rooted in behavioral finance," said Tom Florence, President and Chief Executive Officer of 361 Capital. "Incorporating BRC Investment Management into our platform broadens our capabilities and expands our distribution footprint across both institutional and intermediary channels."

"361 Capital's highly regarded industry reputation and similar focus greatly expands our opportunity to drive meaningful alpha for our institutional clients and for a wider range of investor portfolios," said John Riddle, Co-Chief Investment Officer of 361 Capital, formerly Managing Principal and Chief Investment Officer of BRC Investment Management. "Both organizations have a strong research-oriented approach and look to capitalize on the many biases and heuristics that drive investor decisions."

Terms of the transaction were not disclosed. The firms have combined under the 361 Capital name.

About 361 Capital

361 Capital is an award-winning* boutique asset manager focused on delivering an array of innovative investment strategies to institutions, advisors and their clients. Founded in 2001, the Firm specializes in creating distinctive portfolio solutions using behavioral-driven, quantitative methods to monetize behavioral biases and market factors in order to pursue consistent alpha for client portfolios. 361 Capital is majority employee-owned and has strategic investment from Lovell Minnick Partners, a private equity firm specializing in investing in financial and related business services companies, and Lighthouse Investment Partners, which invested in the business in 2014. For more information, call 866.361.1720 or visit www.361capital.com.

*Awards: WealthManagement.com 2016 Industry Awards, Winner & 2015 Industry Awards, Finalist: Alternatives Asset Manager, <http://awards.wealthmanagement.com>. The WealthManagement.com Industry Awards recognizes the alternatives asset manager that has made an 'outstanding contribution' in adding a new initiative/program or enhancing an existing platform that improves advisors' understanding, usage, & portfolio management of alternatives.

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