

ROI CAPITAL CROSSES \$1 BILLION IN ASSETS UNDER MANAGEMENT

Private Placement Asset Class A Strong Alternative to Public Market Investing

TORONTO, Nov. 4 /CNW/ - ROI Capital (www.roicapital.ca) has crossed \$1 billion in total assets under management in eight short years. With the original launch of its tax credit fund in 2002, ROI Capital began building awareness of the stabilizing benefits of private placement investments for retail investors. Now with over 65,000 investors across 10 unique funds, ROI Capital has quickly become the leader in more predictable alternative investments for Canadians.

In making the announcement, ROI Capital co-founder and President Fernando Cipriano says, "Retail investors are now discovering the true benefits of private placements that institutional investors have known all along. There is a rich history here and we are thrilled that many at the street level are recognizing the value of private placement investing."

Representing a leading alternative fixed-income asset class, ROI Capital's Private Placement Funds offer more stability than the public markets - an increasing demand for Canadians. Evidence of the demand for ROI's unique investment products is demonstrated by our net sales results in the first 10 months of 2010 totaling \$400 million - the strongest in its history.

Due to the lingering effects of the credit crisis, traditional institutions continue to be restrictive in their lending practices. Toronto-based ROI Capital has taken advantage of this opportunity and has become one of the most active private lenders to small- and medium-sized Canadian companies.

ROI Capital's success is driven by its strict private placement investment philosophy, where capital preservation and security backed investments are paramount. Successful execution of this investment philosophy was instrumental in providing ROI Private Placement investors stability during the 2008 financial crisis.

What makes ROI Capital the one to watch in the private placement investment arena is, "the company's consistent ability to understand each business and industry in which it invests," enthuses John Sterling, co-founder and CEO. "We have a strong track record of gauging the potential of companies to make interest and principal payments and their growth potential. We also monitor our loan portfolio on an ongoing basis to ensure the agreed-upon covenants are met throughout the duration of the loan."

Sterling is optimistic about the future of private placements for the retail market. "ROI Private Placement Funds are an excellent alternative to traditional fixed income because of their stability and tax efficient returns. We anticipate a healthy increase in private placement lending in the coming years as the lending environment in Canada is believed to exceed \$25 billion a year and banks are not able to keep up with this demand. If investors are looking for a unique investment opportunity, ROI Private Placement Funds afford the substance and stability investors are seeking."

About ROI Capital:

ROI Capital manages more than \$1 billion for over 65,000 retail investors. ROI Capital's flagship investment strategy is private placement lending and it was one of the first companies to offer private placements to the retail market. Since its inception in 2002, ROI has invested more than \$800 million across 160 private companies. ROI's track record of capital preservation and consistent returns has led to approximately 70% asset growth so far in 2010. ROI Capital has also partnered with three top North American institutional investment managers: [Fiera Sceptre Inc.](#), [Wentworth, Hauser & Violich](#) and [Johnston Asset Management](#) for their expertise in public equity investing. By combining proficiencies in both private and public investments, ROI Capital offers investors a breadth of products with asset mixes not typically found in other mutual funds.

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