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Arnerich Massena Publishes White Paper on Private Equity Investing

PORTLAND, Ore., August 25, 2014—Arnerich Massena Inc., an independent investment advisory firm specializing in forward-thinking investment strategies, has published its latest white paper, *A Private Equity Primer: Why and How to Invest in PE*. The white paper provides the information investors need to know in order to decide whether or not private equity is right for them.

Return potential is the beacon that draws investors to private equity. The potential of the asset class to provide outsized returns makes it very attractive, but private equity investing requires commitment, patience, and a tolerance for the particular risks of the asset class. This paper provides the foundation for investors wishing to gain a familiarity with private equity that can develop into the knowledge and comfort level required of a private equity investor.

“The advantages of private equity are such that it is worth taking the time to better understand the asset class,” says Tony Arnerich, CEO and CIO of Arnerich Massena. “Our experience has been that private equity investing can be highly successful, but it requires a commitment mentality and an understanding of the asset class. With this paper, we want to empower readers to become knowledgeable private equity investors.”

A Private Equity Primer covers the fundamentals of the what, how, and why of private equity, including:

- The lifecycle of a company
- The unique benefits and risks of investing in private equity
- Different avenues for investing in private equity
- A discussion of private equity fees, benchmarks, and returns

Contributors to the white paper include Tony Arnerich, Sheree Arntson, Jillian Perkins, RJ Wamsley, and Reuben Weislogel.

A downloadable version of *A Private Equity Primer: Why and How to Invest in PE* is available at <http://www.am-a.com/about/research.php>.

About Arnerich Massena

Founded in 1991, Arnerich Massena is a Portland-based independent investment advisory firm servicing corporations, institutions, state and local governments, charitable organizations, trusts and estates, corporate pension and profit sharing plans, and private clients. More information is available at www.arnericmassena.com.