



**361 Capital Wins MFEA Advisor Communications Award**  
*Named Best Website for Second Consecutive Year*

Denver—October 26, 2017—361 Capital, a leading boutique asset manager offering distinctive investment solutions to institutions, investment advisors and their clients, today announced that it has received a 2017 STAR Award for excellence in mutual fund marketing and communications. This marks the second consecutive year that 361 Capital has been honored by the Mutual Fund Education Alliance (MFEA), a national mutual fund industry trade association.

The STAR Awards are presented annually by the MFEA and recognize excellence in mutual fund marketing, communications and innovation to investors and intermediaries. Winners are selected from hundreds of entries judged by fund industry marketing and communications executives.

361 Capital was singled out for its industry-leading website, which was honored for its innovative site design and functionality, as well as its ease of navigation and availability of educational resources. Following 361 Capital's 2016 acquisition of the institutional asset manager BRC Investment Management—a firm known for its unique behavioral-based investing approach—the firm sought to evolve the site in order to deliver a cohesive brand experience that supported both Financial Advisors and Institutional Investors and showcase the truly distinctive nature of the newly merged firm. The resulting website design, functionality and user experience reflects 361 Capital's boutique asset management brand serving vigilant, forward-thinking advisors and institutions.

"We are once again honored to be recognized by the MFEA," said Alexandra Seifert, Senior Vice President of Marketing at 361 Capital. "As a leader in liquid alternatives and other distinctive strategies, we understand the critical nature of education and remain committed to providing industry-leading materials and resources to help advisors and their clients."

The national STAR Awards program recognizes excellence in marketing, communications and innovation in the asset management industry. Now in its 21st year, the MFEA STAR Awards program is the only competition of its kind, judged by industry professionals, and acknowledged by the media as an important barometer of excellence.

**About 361 Capital**

361 Capital is a leading boutique asset manager focused on delivering distinctive investment solutions to institutions, advisors and their clients. Founded in 2001, the Firm offers alternative and traditional long-only equity strategies at the cutting edge of evolving markets—uniquely designed to meet investor goals of growth, risk management and diversification.

361 Capital is majority employee-owned with strategic investments from Lovell Minnick Partners, a private equity firm and Lighthouse Investment Partners.

For more information, call 866-361-1720 or visit [361capital.com](http://361capital.com).

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