

HFM WEEK

The long and the short of it

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TOP LAUNCHES

DOLLARS AND SENSE GROWTH

STRATEGY
Precious metals
FIRM Profits Plus Capital Management
MANAGER
Bob Coleman

ESTEKE NE CAPITAL

STRATEGY
Long/short
FIRM
Estekene Capital
MANAGERS Peter Carlin & Charlie Karr

GREEN LONG/SHORT FUND

STRATEGY
Green
FIRM
Gabelli and Partners
MANAGERS
John Segrich

LOOMIS SAYLES & CO

STRATEGY
Credit alpha
FIRM
Loomis Sayles & Co
MANAGER
Matthew Eagan

ALPHA STRATEGIES FUND

STRATEGY
Ucits III
FIRM
Swiss Alpha
MANAGERS
Werner Schuenemann

LAUNCH

PPCM launches physical gold and silver growth fund

Profits Plus venture looks to address risks of precious metal ETFs

PROFITS PLUS CAPITAL Management (PPCM), an Idaho-based registered investment adviser, has launched a physical gold and silver fund, *HFMWeek* has learned.

The offering, called the Dollars and Sense Growth Fund, provides a secure method of owning physical gold and silver bullion. It stores the physical metal outside the financial system in insured and fully segregated armoured facilities. Upon distribution, the investor can receive cash or the physical metal.

Bob Coleman, president of PPCM, said he wanted to create a fund to address the fiduciary concerns that plague many of the paper and precious metal programmes and ETFs. He also took into consideration investor protection from numerous risks of the financial and political system.

"Unlike most programmes, which do not provide any right to the gold and silver and simply represent owner-

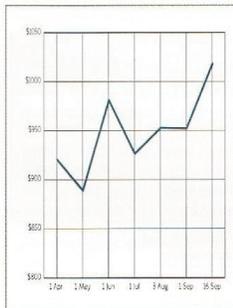
ship in precious metals, this fund provides peace of mind that in the event one needs the metal for any reason, it is there for them."

The fund has a capacity of \$500m. e.margulies@hfmweek.com

COMEX GOLD FUTURES (\$)

APR 09 - SEPT 09 (\$)

Source: FT

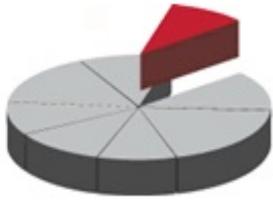


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The Dollars and Sense Growth Fund

An essential component for everyone's portfolio

Dollars and Sense Growth Fund	Other Precious Metal Funds and Programs
The Fund holds all physical bullion privately outside the US financial system. Consequently, the client is completely protected in the event of a systemic collapse of the US financial system.	Most assets of precious metal IRAs, open-end and closed-end mutual funds, digital gold programs, and paper certificate programs are held within the global financial system which is susceptible to systemic risk.
The Fund purchases physical gold and silver coins or bars and holds them in deliverable form.	Most programs buy bullion that are not in deliverable form to the individual or they simply hold paper contracts of the metal.
The Fund can issue a distribution to the client either in physical gold and silver coins and bars or cash.	Most well-known funds and programs either have no ability to, are not designed for, or have no intention to deliver physical metal to the client.
The Fund holds all physical bullion securely in an armored and insured vault. The Fund has an option available to store metals in a location closer to the client.	Most programs are inflexible, centrally located, and part of the global financial system.
The Fund always holds at least eighty percent of client's coins and bars in deliverable form.	Most programs do not hold the client's physical metal in deliverable form..
The Fund is designed for investors with concerns about the government tampering with their investments.	Most programs carry with them the risk of being controlled by US or global financial institutions.
The Fund is nimble and can react quickly to protect the client's holdings in the event of any financial or political debacle.	Most programs are very inflexible and do not protect the client from the obvious dangers of confiscation and systemic failure.
The Fund has the ability to benefit the client by taking advantage of gold and silver price volatility and actively managing a small portion of the fund to increase the client's fund value or the number of ounces in the fund.	Most programs are static. The number of ounces one buys is fixed. Therefore, the value of the investment only appreciates as gold and silver rise.
The Fund is very flexible and can accept single and joint accounts, IRAs, pensions, 401Ks, trusts, and foreign accounts.	Most programs are extremely limited to the kind of account the client can select.

Bob Coleman

is the President and Sole Managing Member of Profits Plus Capital Management, LLC. PPCM is a Registered Investment Advisor and the general partner of the Dollars and Sense Growth Fund, LP.

is a Registered Investment Advisor

- 1) President of Gold Silver Vault, LLC and Idaho Armored Vaults, LLC
- 2) Received his BS in Accounting and Finance from Towson State University (1992).
- 3) A renown expert in the delivery of and safe storage for precious metals.
- 4) Will serve as the Sole and Primary Investment Advisor for the Dollars and Sense Growth Fund, LP.