

# Rama Capital News

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## *Certis Capital Management Makes New, Large Commitment to Rama Capital Partners, LLC*

July 29, 2010. Rama Capital Partners, LLC (“RCP”) is pleased to announce that it recently received an incremental three million dollar commitment from Certis Capital Management (“Certis”), a Registered Investment Advisory Firm that manages wealth across generations for high net worth families. Certis was RCP’s first investor in October 2008 with an initial investment of one million dollars and over the past 21 months they have significantly increased their allocation to the fund managers. Kelly Smith, founder and Managing Principal of Certis, declares that “We have investments with over 25 fund managers that span almost every asset class and industry, and over the past 21 months The Rama Fund has been among our best performing investment vehicles.” Dave Dent, V.P. and Director of Portfolio Management at Certis, adds that “Beyond offering one of the best risk/reward profiles of any alternative investment, as if that were not enough, what really distinguishes Rama Capital Partners is their unrivaled transparency and responsiveness. That goes a long way in terms of us being able to maintain our comfort level with them.”

Smith has had a longstanding relationship with Alim Kassam, Chief Executive Officer of RCP. “This is my third business that Certis has invested in and we certainly appreciate their confidence and commitment.

The whole team here at RCP is geared towards capital preservation and superior risk adjusted returns and we want to model our relationships with each of our investors based on our track record with Certis.” Kassam adds “All of our investors are like our family and our goal is to be here to help them weather any economic storm.”

Certis is RCP’s largest investor and their new, incremental commitment is not without conditions. Certis will invest up to an additional three million dollars but only as RCP raises additional capital from outside investors. “We have been quietly establishing our track record and are now at that inflection point where we are poised to take our business to the next level,” says Kassam. Brian O’Shaughnessy, President of RCP, adds “We have funded more than 84 individual loan transactions totaling \$28 million. We have never lost money in a given month, nor have we lost even a penny on any single transaction.”



## CERTIS CAPITAL MANAGEMENT, INC

The Rama Fund, LLC (the “Fund”) is a California Limited Liability Company that allows investors to pool their financial investments through the acquisition of membership interests. The Fund’s pooled resources are then loaned to real estate owners and secured by deeds of trust encumbering the underlying real estate. According to O’Shaughnessy, “Our Fund invests in first trust deeds at very conservative loan-to-value ratios and our collateral consists of a diverse group of income producing properties across the United States.” The Fund’s weighted average loan-to-value ratio is 41.8% and its average annualized net return since inception is 10.3%.