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**FINANCIAL SERVICES FIRMS TIGHTEN BELTS BY OUTSOURCING IT**  
**Gravitas Expands Remote Facility to Handle Increased Demand**

**NEW YORK — March 17, 2009 —** Gravitas Technology, a leading technology provider to the alternative investment industry and financial services companies, today announced an expansion of its colocation facility to meet increased demand for outsourced technology.

“Gravitas is making IT dollars go further,” said Gravitas CEO Jayesh Punater. “We are cutting 20 to 45 percent off technology costs for our clients in private equity, hedge funds, broker-dealers, investment banks and traditional asset management. Outsourcing IT allows companies to cut costs while creating a more robust and efficient operational infrastructure.”

Colocation allows firms to replace expensive in-house data centers with hosted offsite facilities. Gravitas clients also receive product management logistics, disaster recovery, and 24x7 call center availability for network and end-user support.

With today’s announcement, Gravitas is significantly expanding its proprietary colocation facility at a secure location. Gravitas’ expanded capacity comes as financial services companies are dealing with declining revenues and increasing demands for transparency and efficiency from customers as well as regulatory pressures

**About Gravitas Technology**

Gravitas Technology is a leading technology provider to the alternative investment industry and to financial services companies. Founded in 1996, Gravitas today provides business consulting services, software development and systems integration to hedge funds, private equity funds, brokerage firms, investment banks, traditional asset management firms and small and medium sized financial services firms. Gravitas is focused on providing clients with creative solutions to make their firms more efficient through outsourcing, colocation, disaster recovery and other innovative technological solutions. The company is based in New York with offices in Greenwich, Connecticut, Mumbai and Ahmedabad, India. [www.gravitastechnology.com](http://www.gravitastechnology.com).

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