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**BENNELONG ASSET MANAGEMENT SELECTS IMAGINE
SOFTWARE TO SUPPORT LAUNCH OF NEW FUND**

**Multi-Strategy Fund To Exploit Robust Technology of Derivatives.com To
Maximize Profits And Minimize Risk**

NEW YORK, September 28, 2005- Imagine Software, the leading provider of full-service hosted trading and risk management solutions for the global financial industry, today announced that Bennelong Asset Management LLP has selected Derivatives.com to support the launch of its new hedge fund.

Bennelong Asset Management LLP is a London-based fund manager that launched the Bennelong Asia Pacific Multi Strategy Equity Fund in March 2005. With \$200 million in assets under management, Bennelong invests exclusively in the Asia / Pacific region, including Japan and Australia, and employs a range of trading strategies including share class arbitrage, catalyst driven special situations and long volatility. Bennelong relies on Derivatives.com for portfolio and risk management across its enterprise.

Bennelong represents the latest in a series of new market entrants to launch a fund using Derivatives.com to execute better trading decisions and ensure risk transparency. The sophisticated trading and risk analytics of Derivatives.com allow Bennelong to effectively manage its portfolios of traded instruments, including derivative transactions, in real-time. The system provides tick-by-tick price and position updates as well as real-time P&L calculations, portfolio Value at Risk (VaR) analytics, VaR on an intra-day basis, 'what-if' analysis, and limits monitoring across all trading strategies and holdings.

"We envisioned our operations would evolve quickly with the launch of our fund, so we recognized the need for a real-time solution that not only provided robust trading capabilities but also the flexibility to support our growing operations," said Mark Konda, Principal for Bennelong Asset Management. "Derivatives.com has allowed us to take advantage of new trading opportunities as they arise and optimize hedging strategies on the fly, while supporting our growth from \$40 million to over \$200 million of assets in six months."

Derivatives.com also powers Bennelong to maximize operational efficiency. The platform's full-service hosted architecture shifts traditional IT responsibilities from Bennelong and its staff to Imagine. It also automates key back office processing services for Bennelong, including the fund's end of day processes, corporate actions and holdings management, and maintains its global security master. As a result, Bennelong benefits from immediate global accessibility, rapid time to market of strategies and lower operating costs.

"We are delighted to be selected by Bennelong Asset Management as the technology partner of choice to address its immediate and long term strategic challenges," said Scott Sherman, Principal and Global Head of Business Development for Imagine Software. "Our ability to provide a robust and cost effective solution has led to the continued growth of our customer base as well as to the deepening of our relationships with existing customers."

Imagine continues to be the only derivatives trading and risk management vendor that offers a full-service hosted solution, which provides the benefits of software on demand, data and processing services.

About Imagine Software

Imagine Software is the leading provider of full-service hosted investment management solutions for the global financial industry. Its Imagine Trading System, available as an enterprise application and a hosted service at Derivatives.com, is a real-time derivative trading, portfolio and risk management system that handles all major asset types across any trading strategy. Developed specifically for alternative investment companies of all sizes, Derivatives.com combines market proven enterprise functionality with a full-service hosted platform. The platform provides the benefits of software on demand, automates corporate actions and end-of-day processes, and maintains a complete global security master as well as real-time and historical market data.

Imagine Software is one hundred percent owned by its four managing directors. For more information, visit www.derivatives.com or contact us at 212-317-7600.

About Bennelong Asset Management LLP

Bennelong Asset Management LLP is focused on the Asia Pacific markets and manages a Multi Strategy Equity Fund, which has USD 200 million in assets under Management. The Bennelong group has a one-year track record of returns in excess of 30%. The Asia Pacific Multi Strategy Fund employs 3 strategies; share class arbitrage, long volatility trading and special situations. Options and derivative are used across the 3 strategies to tailor risk/reward.

Bennelong Asset management is based in London with a branch in Sydney and has a team of 10 professionals. Richard Pegum who is ex Macquarie bank, is the CIO. The other principals are Paul Henry, Neil Harvey and Mark Konda.