



EQUINOX FUNDS WINS THREE 'BEST IN SHOW' IAC AWARDS FROM THE WEB MARKETING ASSOCIATION

PRINCETON, NJ – April 10, 2018 – Equinox Funds (“Equinox”), an innovator in alternative investments, is thrilled to announce that its Press Play Series has received three “Best in Show” awards in the Web Marketing Association’s 2018 Internet Advertising Competition (“IAC”).

Equinox won two awards, *Best Financial Services Online Video* and *Best Investment Online Video*, for its extremely popular *Investor Behavior* video. Additionally, the Press Play mini-series won the top award for *Best Investment Integrated Ad Campaign*.

The most popular of seven Press Play videos, *Investor Behavior*, highlights several behaviors and common cognitive biases that often plague the long-term success of individual investors. As of today, that video has amassed more than 65,000 views, “We had a feeling that one was going to be a favorite,” said Corey Keating, Director of Marketing at Equinox Funds, “it’s written and directed so that everyone can relate to it, from financial professionals to even the most novice investors.”

Since its debut in late 2016, the Press Play Series has quietly amassed 200,000 views on the Equinox YouTube Channel, while also being one of the firm’s most visited webpages on equinoxfunds.com and OnAlts.com, an Equinox value-add dedicated site.

“As a marketing team, we have consistent ongoing conversations about ways to connect, reconnect, and engage with our audiences outside of our everyday fund promotions. We’re always brainstorming—How can we bring financial professionals more value and what can we do that would help in their day-to-day? That’s how the Press Play Series came about,” added Mr. Keating.

...

Equinox Funds offers investor-friendly alternative strategies designed to potentially reduce risk and enhance the returns of an overall portfolio. Founded in 2003, Equinox Funds has progressed from a specialist in multi-strategy managed futures investing to a comprehensive alternative investment provider. Through a collaborative research based culture, our mission is to bring the potential benefits of alternatives to institutions and individuals through a diverse lineup of investment strategies.

For additional inquiries, please email: info@equinoxllc.com