

**Press release, Pittsburgh, USA, Zurich and Lausanne, Switzerland, May 4, 2010**

**New Dual Degree Executive MBA in Asset and Wealth Management Program**

The Swiss Finance Institute (SFI) and the Faculty of Business and Economics at the University of Lausanne (HEC Lausanne) in association with the Tepper School of Business at Carnegie Mellon University are pleased to announce a new executive learning program for leaders in finance. The specialized Executive MBA in Asset and Wealth Management is taught by experts offering an unrivaled concentration of global expertise in banking and finance.

The program is designed for private and institutional investment managers, private banking relationship managers, and other investment professionals from around the world. Graduates of this new program will receive an Executive MBA Degree in Asset and Wealth Management from the Tepper School of Business at Carnegie Mellon University and an Executive MBA Degree in Asset and Wealth Management from HEC Lausanne, the Faculty of Business and Economics at the University of Lausanne.

"We are excited about this cooperation between three such prestigious institutions, which brings together a unique group of internationally renowned finance experts," said Olivier Steimer, Chairman of the Foundation Board of the SFI. "This program allows finance executives from across the globe to develop the leadership skills and the in-depth understanding of finance needed to address the complex challenges faced by the finance industry".

Harry Hurzeler, Director of Executive Education at the SFI, underscored the importance for executives responsible for private or institutional assets: "Linkages between products and markets have reached a level of sophistication that requires deep conceptual insights to be properly understood. Our program balances models and insights from leading academics with the practical skills central to the daily work of private and institutional wealth managers to create a master's program that goes far beyond a traditional MBA or Executive MBA."

Dominique Arlettaz, Rector of the University of Lausanne emphasized: "This alliance is a unique opportunity to acquire, under the united colors of institutions centered on high level research, techniques and cutting edge knowledge".

Professor Daniel Oyon, Dean of HEC Lausanne, is looking forward to promoting the skills of the University of Lausanne through this new program and catering to the needs of a sector which is very important for the Swiss and international economies. "The launch of this new program is a result of thorough interinstitutional cooperation leading to the creation of a top level course which answers the real needs and important challenges facing the world of finance and wealth management."

The dual degree program will be spread over 20 months and will involve six two-week classroom modules based alternately at the Tepper School of Business at Carnegie Mellon University, Pittsburgh, Pennsylvania, and HEC Lausanne. Expected to attract investment professionals from around the world, the inaugural class begins in May 2011. Application materials and additional program information are available online at: [www.awemba.org](http://www.awemba.org).

"This interdisciplinary master's degree program achieves two key objectives," said Hurzeler.

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“It provides executives with the conceptual and practical tools and with the in-depth financial and investment expertise required to compete at the highest levels and it equips participants with the managerial tools necessary to assume a leadership role in the financial industry by exploring how to best translate new ideas into practice in a knowledge-intensive industry. Mastering both of these disciplines, finance and business management, is the hallmark of the successful executive in asset and wealth management.”

*About the Swiss Finance Institute (SFI):*

*Created in 2006 by the Swiss Banks, the Swiss Stock Exchange, six leading Swiss Universities and the Swiss Federal Government, the SFI ([www.SwissFinanceInstitute.ch](http://www.SwissFinanceInstitute.ch)) is a unique undertaking merging the experience of a centuries old financial center with the innovative drive of a frontier research institution. Its goal is to change research and teaching landscape in areas relevant to banks and financial institutions. With 50 full time professors and over 100 PhD students, the Swiss Finance Institute represents the premier concentration of expertise in banking and finance across the European Continent.*

*About HEC Lausanne:*

*For close to a century, excellence and consistency have been the watchwords of HEC Lausanne, the Faculty of Business and Economics at the University of Lausanne, Switzerland ([www.hec.unil.ch](http://www.hec.unil.ch)). Following in the footsteps of its renowned economists, Walras and Pareto, the faculty maintains its research and teaching in the field of business and economics at the very highest level. It was first place in Switzerland in the University of Texas at Dallas ranking and ninth in Europe. This ranking is based on the excellence of academic publications. The mission of HEC Lausanne is to train the managers of tomorrow, offering them programs based on high level research and the values of excellence, internationalism and professionalism. With its modern campus on the shores of Lake Geneva, HEC Lausanne is situated in a region at the heart of Europe.*

*About the Tepper School of Business:*

*Founded in 1949, the Tepper School of Business at Carnegie Mellon ([www.tepper.cmu.edu](http://www.tepper.cmu.edu)) is a pioneer in the field of management science and analytical decision making. The school's notable contributions to the intellectual community include seven Nobel Prize laureates, a record that is unsurpassed by any business school worldwide. It is also ranked among the schools with the highest rate of academic citations in the fields of finance, operations research, organizational behavior and operations/production. The academic offerings of the Tepper School of Business include undergraduate studies in business and economics, graduate studies in business administration and financial engineering, and doctoral studies.*

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