



## **ALERIAN ANNOUNCES CORPORATE REBRANDING** Spins Off Asset Management Business as SteelPath Capital

**Dallas, Texas** – March 31, 2010 – Alerian, the creator and manager of the Alerian MLP Index (NYSE: AMZ), today announced a corporate reorganization to focus on its leading position as a provider of energy Master Limited Partnership (MLP) indexing and analytics.

Alerian plans to continue the growth of its index family, expanding the depth and breadth of its data sets and analytics for clients as part of a broader corporate strategy to bring additional resources, focus, and personnel to its industry-leading MLP indexing business. Alerian has also spun off its asset management business as SteelPath Capital. The separation of business lines will allow Alerian to focus on providing custom index solutions to the MLPs, institutional investors, consultants, and investment banks that utilize the Alerian Index Series for benchmarking and analytical purposes. Alerian will be led by President and CEO Kenny Feng. Gabriel Hammond, the founder of Alerian, will continue as Non-Executive Chairman and will remain a shareholder in the company.

“We have taken a step forward through the rebranding and spinoff of SteelPath to further distinguish Alerian’s focus as the leading provider of independent, unbiased benchmarking solutions for the energy MLP space,” said President and CEO Kenny Feng. “Alerian remains dedicated to supporting MLP management teams and providing the tools that institutions and portfolio managers require to make critical allocation decisions in the MLP asset class.”

The rebranding follows the recent expansion of the Alerian Index Series with the addition of four new indices to the benchmark Alerian MLP Index (NYSE: AMZ), a composite of the 50 most prominent energy MLPs, and the Alerian MLP Infrastructure Index (NYSE: AMZI), an enhanced liquid subset of the AMZ that includes only midstream energy transportation and storage.

Alerian has also spun off its asset management business as SteelPath Capital. SteelPath will continue to offer best-in-class investment advisory services in active MLP management through its separately managed account program, which provides MLP investment solutions focused on capital preservation and long-term capital appreciation through stable distribution growth.

### **About Alerian**

Alerian is an independent company that provides objective market information. The company is a leader of MLP-market intelligence, providing benchmarks, data sets, and analytics that are used extensively by a range of stakeholders such as investment banks, stock exchanges, investment professionals and consultants, and Master Limited Partnerships. The Alerian Index Series is used for the purposes of asset allocation, investment analysis, portfolio hedging, and the creation of index tracking funds. Alerian is widely known for maintaining the leading benchmark of MLP equities: the Alerian MLP Index (NYSE: AMZ). For more information, please visit [www.alerian.com](http://www.alerian.com).

### **About SteelPath Capital**

SteelPath is a registered investment advisor that advises separately managed account (SMA) portfolios for institutions, financial advisors, and individual investors. The company’s SMA program is exclusively focused on energy infrastructure Master Limited Partnerships, utilizing fundamental analysis in this emerging asset class, combining its bottoms-up, private-equity philosophy with an emphasis on capital preservation and distribution stability. The company has a six-year track record of managing MLP equities, taking a concentrated approach to maximizing risk-adjusted returns.

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