

FOR IMMEDIATE RELEASE**News Advisory: William Heard, CEO of Heard Capital, to Speak at Invest For Kids Conference**
Conference Assembles Highly-Regarded Investment Managers to Speak, Raise Funds for Underprivileged Chicago Kids

William Heard, Chief Executive Officer and Chief Investment Officer of Heard Capital LLC, is scheduled to speak at the 8th annual Invest For Kids, a prominent annual investment conference that doubles as a fundraiser for Chicago's underprivileged youth.

Heard, who runs an asset management firm of the same name, was invited to speak to Invest For Kids' audience alongside some of the most recognizable names in the financial and equity industries.

Called "the Chicago investment event of the year," Invest For Kids brings together established and emerging managers to offer their market views and best investment ideas to a conference of 1,500 investors.

This year's conference features ten prominent investment managers, including Jonathan Gray of Blackstone, Michael Sacks of GCM Grosvenor, Sam Zell of Equity Group Investments, and Leah Joy Zell of Lizard Investors LLC.

100% of the ticket price benefits seven organizations working to make a difference in the lives of Chicago's underprivileged kids and raises approximately \$1.5 million annually for organizations focused on education, health and wellness, after school programming, and mentoring.

WHAT: William Heard at Invest For Kids Conference
WHEN: October 26th from 1:30-5:30 p.m.
WHERE: Harris Theater in Chicago

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About Heard Capital

Heard Capital LLC is a global asset management firm based in Chicago, IL. The firm invests in six sectors, technology, media, telecommunications, financial, industrial, and energy, guided by two fundamental strategies.

- Our long/short strategy seeks to generate superior risk-adjusted returns while preserving capital in any market condition.
- Our high conviction long only strategy embraces concentration and reflects a long-term, private equity approach to public investing.
- Our customized solutions strategy embodies the two strategies to meet a stated investment objective and target risk level.

Heard Capital's investment philosophy recognizes that regulatory structures, the competitive landscape, demographics, and historical biases create inefficiencies in these six sectors. We construct a global portfolio utilizing a "bottom up" approach that identifies and provides an acute understanding of opportunities where the perception of value is not in line with the intrinsic value of the asset or situation. Across both strategies, the firm actively manages exposures and uses position-sizing as a means to both manage risk and express conviction. Visit heardcapital.com for more information.

About Invest for Kids

HEARD CAPITAL

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Invest For Kids was co-founded by Ron Levin and Ben Kovler in 2009 after attending the Ira W Sohn Investment Research Conference in New York for many years and being inspired to bring this concept to Chicago. When Ron & Ben formed Invest For Kids, they had three goals in mind. First, assemble the most highly regarded investment managers to present their best ideas and current views. Second, bring the Chicago investment community together annually. And third, provide support for underprivileged children in Chicago with an emphasis on smaller organizations where the giving would be more impactful. Visit investforkidschicago.org for more information.