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CONTACT

Irene Savage
Falk Marques Group
781-652-0900
irene.savage@falkmarquesgroup.com

**NEW WEEKLY E-NEWSLETTER, *WOMEN'S PE BRIEFS*, COVERS THE WOMEN
WHO MAKE THEIR MARK ON PRIVATE EQUITY AND VENTURE CAPITAL**

*Women's PE Briefs published by Falk Marques Group, producers of
the Women's Private Equity and Alternative Investment Summits*

LEXINGTON, MASS, May 5, 2014 -- The old image of private equity as a “boy’s club,” unwelcoming to women, was shattered years ago. But when [Falk Marques Group](#) founder Beth Falk announced plans in 2007 to convene the first [Women’s Private Equity Summit](#), even some women thought, “She’ll need a pretty small room.” They were wrong.

Seven years and seven overflowing ballrooms later Falk has another announcement: the launch of *Women’s PE Briefs*, a weekly e-newsletter covering the achievements of the leading women in private equity, venture capital and other alternatives. “We developed *Women’s PE Briefs* to fill a gap in coverage by other PE-focused publications. No other publication — online or in print — consistently covers the women who are succeeding at the highest levels of the industry, says Falk. Citing Prequin’s *2014 Women in Private Equity Report* Falk notes, “Women have made great strides, but they still make up just 9.7 percent of senior-level positions in Europe, 11 percent in North America and 11.8 percent in Asia. The need for information about today’s powerful women has never been greater.”

Edited by Falk Marques Group Vice President David G. Barry, formerly of Dow Jones, *Women’s PE Briefs* features current news, interviews and exclusive video conversations with such noted industry leaders as Adele Oliva, Pat Dinneen and Lauren Leichtman. Regular topics include big deals and new ventures, fundraising and exits, and successes at companies owned or run by women. *Women’s PE Briefs* also includes job postings for private equity and venture capital professionals. “When we aggregate all the important news every week in *Women’s PE Briefs*, readers can grasp the significant impact women have had across the alternative investment landscape,” observes Barry.

Women’s PE Briefs is being launched with a 60-day free trial offering for industry members. At the close of the free trial, subscriptions to *Women’s PE Briefs*, including access to the archives, will be available at a cost of \$99 a year. To activate a free trial, go to www.womenspebriefs.com/signup.

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