



For Immediate Release

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ROBERT LARSON-HUGHES JOINS KASINA AS PRINCIPAL

NEW YORK, February 14, 2005 – kasina, a leading strategy firm focusing on the financial services industry, announced that Robert Larson-Hughes has joined as a principal.

Larson-Hughes brings more than 20 years of industry experience to kasina, most recently as project executive for the IBM Global Market Management Team, where he led the development of the company's global e-business strategy. Prior to that, he was a partner at RSM McGladrey, the fifth largest accounting and consulting firm in the U.S., where he led the development of RSM International's global e-business service strategy, serving 80 firms in 80 countries. He managed the firm's U.S. e-business services practice which grew from start-up to more than \$40 million in revenues during his tenure.

With Steven Miyao, kasina's founder and chief executive officer, Larson-Hughes managed the initial financial institution research that ultimately became the foundation for kasina. As a top business strategist, Larson-Hughes brings a long record of innovative thinking and successful program implementation to the firm.

"We are delighted to welcome Robert to the kasina management team," said Miyao. "His research, insight and leadership have been crucial in helping many of the world's leading financial services and technology firms identify and successfully implement key marketing and revenue growth initiatives. His knowledge and experience will be a tremendously valuable asset to our firm and to our clients."

With its focus on creating marketing and distribution strategies for leading asset management companies, kasina continues to experience significant growth, according to Miyao.

Larson-Hughes said, “There is a real vision at the firm and a desire to excel in providing innovative, thoughtful advice to the industry. As the financial services marketplace continues to evolve and seeks new ways to grow, there is a huge opportunity for organizations like kasina that understand the challenges and have a demonstrated ability to develop effective strategies to help clients succeed.”

Larson-Hughes was born and educated in New England. He received his Bachelor of Arts in Architecture from Goddard College, and holds a Masters in Architecture from the Massachusetts Institute of Technology (MIT). He has completed postgraduate work in finance and market development at Harvard University. In addition to consulting, he is the author of an important software development book published in 1994 entitled *Lotus Notes Application Development: Solving Business Problems and Increasing Competitiveness*, which focuses on the strategic business benefits of rapid application development methodologies.

NOTE TO EDITORS: A photo of Mr. Larson-Hughes is available on request.

About kasina

kasina is a management consulting firm that is focused on helping financial services companies create intelligent relationships with their investors and intermediaries. By combining knowledge of distribution trends, technological innovations, and marketing strategies, kasina aids leading asset management firms with front-office efforts and publishes a regular schedule of cutting-edge industry research. kasina’s client list includes 18 of the 20 largest asset managers in the United States and leading firms in Canada, France, Germany, and the United Kingdom. An overview of services offered by kasina is available at www.kasina.com.

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