



Salient Unveils New Branding and Announces Commitment to Pledge 1%

HOUSTON – November 10, 2015 – Salient Partners, L.P. (“**Salient**”), a diversified asset management firm and leading provider of alternative and real asset investment strategies, today unveiled the firm’s new brand and logo, and announced its commitment to participate in the corporate philanthropic movement Pledge 1%.

Salient’s rebranding follows its successful integration of Forward Management, LLC, a transaction completed this year that increased the breadth of the firm’s alternative platform. The combined organization will operate as **Salient** as of today, and the Forward Funds will retain their existing fund names.

Salient’s platform includes 50 investment professionals located across offices in Houston, San Francisco and Newport Beach. The firm’s comprehensive suite of products spans a range of asset classes, including master limited partnerships (MLPs), real estate, public and private equity, fixed income, credit and managed futures. Strategies are offered in the form of open- and closed-end funds and separately managed accounts. Since the acquisition, Salient has strategically realigned its fund offerings to best meet the allocation needs of its institutional investors and investment advisors.

“Salient’s rebranding coincides with a significant expansion of our team and investment capabilities, and reflects the qualities that, we believe, differentiate our firm. Salient’s new logo and design aesthetic reflect our belief in providing our investors and advisors unique investment perspectives and uncommon market insights,” said Salient chief executive officer John Blaisdell. “Our team is academically diverse, with a broad range of industry experience, and we manage strategies that serve as the essential building blocks of efficient and effective portfolios.”

The precision carried throughout Salient’s new logo design is consistent with the firm’s measured approach to portfolio construction. The transparent, three-dimensional logo is a stylized “S” that captures Salient’s capacity to analyze and interpret multiple scenarios simultaneously. The colors, eggplant and teal, are a modern and vibrant upgrade to the traditional palette typically used by asset management firms. Salient’s font has also evolved into a more modern typeface. For the rebranding effort, Salient retained Moving Brands, a global branding and design firm. To preview the new brand, visit salientforward.com.

Salient believes that investment opportunities not only require traditional analysis, but must also be considered through the lenses of game theory, history and market structure. The



firm publishes its expertise in white papers, blog postings on [FWD Thinking](#) and the acclaimed [Epsilon Theory](#), authored by Salient chief risk officer Ben Hunt, Ph.D.

Service to others has always been a foundational element of Salient's culture. The firm collaborates with community organizations throughout the U.S. to have a positive social impact on the lives of others. Salient is proud to announce that it is among the first asset management firms to join the [Pledge 1%](#) movement, dedicated to helping companies build and expand their culture of giving back. As part of its Pledge 1% commitment, Salient will launch the Salient Foundation in 2016, which will support charitable organizations that promote education.

"We joined Pledge 1% because its mission resonates with our view to dedicate time, dollars and resources to our community partners," said Salient president and chief strategy officer Jeremy Radcliffe. "The Salient Foundation will ensure our long-term commitment to firm giving and extend our reach to more organizations that make a difference."

In conjunction with the rebranding and partnership with Pledge 1%, Salient has organized a day of charity planned for early December. Salient employees will volunteer in Texas with [Rebuilding Together Houston](#) and in San Francisco at [Hamilton Family Center](#).

About Salient

Salient is a diversified asset management firm and leading provider of alternative and real asset investment strategies for institutional investors and investment advisors. The firm offers a comprehensive suite of single-asset and multi-asset solutions designed to serve as powerful building blocks for smarter, more efficient portfolios. Strategies are offered in the form of open- and closed-end funds and separately managed accounts. Salient provides unconventional market insights in its highly acclaimed [Epsilon Theory](#) newsletter and [FWD Thinking](#) blog. Learn more about Salient at www.salientpartners.com and follow us on [LinkedIn](#) and [Twitter](#). Salient was founded in 2002 and has offices in Houston, San Francisco, New York and Newport Beach.

About Pledge 1%

Pledge 1% was founded in 2014 by Atlassian, Rally and the Salesforce Foundation to accelerate their shared vision around integrating philanthropy into businesses around the world. Pledge 1% encourages and challenges individuals and companies to pledge 1% of equity, product and employee time for their communities, because pledging a small portion of future success can have a huge impact on tomorrow. Pledge 1% offers companies



turnkey tools and best practices, making it accessible for any company to incorporate philanthropy into their business model. To learn more or to take the pledge, please visit www.pledge1percent.org.

You should consider the investment objectives, risks, charges and expenses of the Forward Funds carefully before investing. A prospectus with this and other information may be obtained by calling (800) 999-6809 or by downloading one from www.forwardinvesting.com. It should be read carefully before investing.

RISKS

There are risks involved with investing, including loss of principal. Past performance does not guarantee future results, share prices will fluctuate and you may have a gain or loss when you redeem shares.

Alternative strategies typically are subject to increased risk and loss of principal. Consequently, investments such as mutual funds which focus on alternative strategies are not suitable for all investors.

Forward Funds are distributed by Forward Securities, LLC.

Not FDIC Insured | No Bank Guarantee | May Lose Value

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