



PEACHTREE GROUP

Peachtree Joins the Alternative Investment Exchange Platform

ATLANTA (Oct. 6, 2022) – Peachtree Hotel Group ("Peachtree") has selected the Alternative Investment Exchange's AIX Platform as the primary electronic platform provider to streamline the investment processes for its independent broker-dealer and registered investment advisor partners.

This enterprise technology allows Peachtree to confirm its client's product structures, workflows and technologies. The AIX platform will facilitate front-end engagement by providing solutions such as digital subscription documents and moving those documents through the pipeline to the custodians and clearing firms.

"At Peachtree, we're committed to delivering an elevated experience for our advisors," explained Jessica Correnti, director, national accounts at Peachtree. "AIX supports these objectives by making the investment process straightforward and seamless. It takes powerful technology to make it this easy for advisors to add alts to their clients' investment portfolios."

About Peachtree Group

Peachtree is a private equity investment, asset and fund management firm focusing on opportunistically deploying capital across its distinct operating and real estate divisions, including hospitality, commercial real estate lending, residential development, capital markets and media. Since its founding in 2008, the company has completed hundreds of real estate investments valued at more than \$7.8 billion in total market capitalization and currently has \$1.9 billion in equity under management. For more information, visit www.peachtreegroup.com.

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