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Subject: **Growing interest in AI drives demand for CAIA designation**



Signature:



THE GLOBAL MARK OF DISTINCTION IN ALTERNATIVE INVESTMENTS

Interest continues to grow in alternative investments. That's why the CAIA designation should be part of your professional growth.

Are you an indispensable financial professional? As investors explore ways to diversify their portfolios, they're seeking expertise they can trust, particularly in alternative investments.

Recent survey results from Morningstar and Barron's show that 65% of institutions, and 58% of financial advisors, believe alternative investments to be as important, or more important, than traditional investments.

While there's new interest, there remains only one designation recognized worldwide for its exclusive focus on alternative investments: the Chartered Alternative Investment Analyst designation.

[Now's the time to assert your AI expertise – with the CAIA designation](#)

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*Registration for the September 2010 Level I and Level II Exams is filling fast. **Candidates who register during the first six weeks of any registration period receive a 10% discount off the exam registration fee. [Act now to secure your seat.](#)***