



**100 women in  
hedge funds®**

**San Francisco Special Screenings of "FLOORED"  
Followed by Director Q&A – Second Screening Added**  
January 28, 2010 at 5:00 and 7:30 PM  
San Francisco, CA

Second screening added! Join us for sneak peek screenings of "Floored," a feature-length documentary about the up and down lives of floor traders. Screenings will be followed by Q&A with Director James Allen Smith. (Run time: 80 minutes) This film has been selling out in NY and Chicago. Links to reviews follow the event information. Both screenings are open to the public. Please help us spread the word and share this event invitation with friends and colleagues.

About the film: FLOORED is a gripping, honest look behind the curtain of the trading floor that few have ever seen. Like many aspects of our economy, computerized trading is changing the dynamics on the actual trading floors. FLOORED offers a unique window to this lesser-known world of finance.

To view the trailer and get more information on the film, please go to: [www.FLOOREDmovie.com](http://www.FLOOREDmovie.com)

**Screening 1:**

Time: 5:00pm wine reception/registration

Screening: 5:30 - 6:45pm

Discussion: 6:45 - 7:15pm

Tickets cost \$16 per person. Tickets can be purchased at the event.

**Second screening added!**

**Screening 2:**

Time: 7:30 - 8:00pm registration

Screening: 8:00 - 9:15pm

Discussion: 9:15 - 9:45pm

Tickets cost \$12 per person. Tickets can be purchased at the event.

We will begin *promptly* at screen times; please arrive early.

**Location:** The Roxie Theater  
3117 16th Street, San Francisco, CA 94103

**Directions**

The Roxie Theater is located in the heart of San Francisco's Mission District, at 3117 16th Street between Valencia and Guerrero. Local Muni are the 22 and 53 (both at 16th & Valencia), 33 (18th & Valencia), 14 (16th & Mission), 49 (16th & Mission). Bart stops one block east at 16th & Mission.

Public Parking is available on Hoff Street, off of 16th between Valencia and Mission. Very reasonable rates.  
<http://www.roxie.com/info/directions.cfm>

#### Links to Film Reviews:

Forbes <http://www.forbes.com/2010/01/15/wall-street-movie-personal-finance-floored-smith.html>

Wall Street Journal <http://flooredthemovie.com/community/?p=400>

Bloomberg [http://www.bloomberg.com/apps/news?pid=email\\_en&sid=avhLUj0FIZAw](http://www.bloomberg.com/apps/news?pid=email_en&sid=avhLUj0FIZAw)

Chicago Tribune [http://www.chicagotribune.com/entertainment/movies/chi-ct-mov-0115-chicago-closeupjan15\\_0,1408656.story](http://www.chicagotribune.com/entertainment/movies/chi-ct-mov-0115-chicago-closeupjan15_0,1408656.story)

Chicago Reader Review <http://www.chicagoreader.com/chicago/floored/Film?oid=1300672>

Chicago Sun Times Review <http://www.suntimes.com/entertainment/movies/1991439,MOV-News-art15.article>

Metromix Chicago Review [http://chicago.metromix.com/movies/movie\\_review/floored-review/1709512/content](http://chicago.metromix.com/movies/movie_review/floored-review/1709512/content)

Chicago Journal Review [http://www.chicagojournal.com/News/01-13-2010/Hit\\_the\\_floor](http://www.chicagojournal.com/News/01-13-2010/Hit_the_floor)

Ain't It Cool News Review <http://flooredthemovie.com/community/?p=360>

Chicago Public Radio Interview <http://www.chicagopublicradio.org/Content.aspx?audioID=39308>

#### **About 100 Women in Hedge Funds ([www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org))**

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 10,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted more than 160 events globally, connected more than 150 senior women through Peer Advisory Groups and raised in excess of \$17 million for philanthropic causes in the areas of women's health, education and mentoring. For more information about 100 Women in Hedge Funds, please visit [www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org).