

Backstop Solutions Group Opens European Office in London

Wednesday, July 14, 2010 – Backstop Solutions Group, LLC, a leading provider of Software-as-a-Service (SaaS) platforms for the alternative asset management industry, today announced the opening of its first European focused office in London.

The London office will cater to the United Kingdom and Western Europe, and better position Backstop Solutions Group (BSG) to continue to serve its European customer base.

“This is an exciting time for us, as the London office represents our successful expansion into two major international markets,” said Jeremie Bacon, Chief Executive Officer (CEO). “We’re thrilled to be able to offer unique technology alternatives along with our many years of experience working with institutional asset managers.”

In February BSG opened its Asia-Pacific office in Hong Kong and is making significant strides in capturing new business and introducing its software platforms to the region.

BSG’s on-demand platforms are a popular choice for funds of all sizes around the globe because they provide a cost-effective and powerful way for firms to manage information and communicate effectively. Backstop, the company’s flagship platform, incorporates tools for everything from fund marketing and investor relations, to research management and fund of funds portfolio accounting in one fully integrated solution. The company also provides website hosting, client communication and reporting solutions via its other hosted platform, InvestorBridge.

The benefit of "anytime, anywhere" access, combined with the increase in efficiency of business operations that comes from Backstop’s unique single system for managing funds can help cost-conscious businesses grow while greatly reducing the total-cost-of-ownership (TCO) for software systems.

There are many reasons for the interest in SaaS among London based fund managers. Because, on-demand applications like Backstop only require a web browser; they offer multinational and geographically distributed enterprises the ability to access information about their business operations from multiple offices without the hardware cost typically associated with on-premise solutions. These kinds of fund managers are prevalent throughout Europe and the United Kingdom.

Learn more about Backstop software by visiting, www.backstopsolutions.com.

About Backstop Solutions Group

Backstop Solutions Group, LLC is a privately held Software-as-a-Service (SaaS) platform company, providing cutting-edge software to hedge funds, funds of funds, endowments and other institutional investors. Backstop Solutions was founded in 2003 and is one of the fastest growing software providers in the financial services industry. Backstop software is used by more than 250 firms throughout the United States, Europe and Asia and has been repeatedly recognized by industry leading managers and service providers as a top technology provider in the alternative asset management field.

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