

Backstop Solutions Group Increases Staff and Opens Regional Offices

Thursday, July 29, 2010 – Backstop Solutions Group (BSG), LLC, a leading provider of Software-as-a-Service (SaaS) platforms for the alternative asset management industry, recently announced local expansion in New York and Los Angeles. The regional offices will cater to the east and west coasts, and better position BSG to continue to serve its rapidly expanding user base.

“In the beginning of 2010 we committed to the market that we’d expand our local presence to align with our strategic goals,” said Geoff Surkamer, Global Head of Sales and Marketing. “We are pleased to report that in the first half of the year we’ve delivered on that commitment.”

In the first six months of 2010, BSG added a record number of new hedge fund, endowment, pension, fund of funds, and private equity fund clients, growing its global client count by nearly 33%.

As a part of the 2010 global sales expansion, BSG also increased its head count across all departments.

“The recent new hires bring with them a wealth of alternative asset management industry experience and are already proving to be valuable additions to the Backstop team,” added Mr. Surkamer.

Michael Gull comes to Backstop with over 20 years of financial industry experience, 10 of which focused on alternative asset management. Before joining BSG, Mr. Gull worked as a Senior Vice President and Head of Global Sales at Archway Technology Partners. Mr. Gull has also worked at some of the biggest names in the financial services industry, including: Citigroup, RBC Capital Markets, Bear Stearns and Charles Schwab. Mr. Gull will be tasked with directing sales efforts in the northeastern region of the U.S.

Sandy Lelievre has spent her entire career working in the financial services industry and was formerly the Vice President of Investor Relations at Canyon Capital Advisors. Before joining Canyon Ms. Lelievre managed the investor relations teams for GlobeOp Financial Services and also worked as a registered investment advisor (RIA) for Bear Stearns Global Custody and Fidelity Investments. Ms. Lelievre will oversee the sales efforts for the western region of the United States.

Gary Mills joins BSG with over 15 years of experience in the alternative investment software industry, most recently at SunGard Alternative Investments, with positions in sales and as Vice President of Product Marketing. Prior roles included software vendors Shepro Braun and SS&C. Mr. Mills will be in charge of growing sales in the central region in addition to several key vertical markets.

Earlier in the year BSG opened its Asia-Pacific and European offices in Hong Kong and London making significant strides in capturing new business and introducing new software platforms to those regions.

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 Group 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 260 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.

Press Relations Contact

Contact: Andrew Zapotosky
Phone: (312) 277-7735
Email: azapotosky@backstopsolutions.com
Web Site: www.backstopsolutions.com