

FOR IMMEDIATE RELEASE

BACKSTOP SOLUTIONS GROUP ANNOUNCES INTEGRATION WITH PREQIN LTD *Backstop's Investor CRM System to Integrate with Leading Investor Database*

Chicago, July 21, 2015 - Backstop Solutions Group – a leading provider of cloud-based solutions purpose-built to help the institutional investment industry save time, increase productivity and make better investment decisions – announces a partnership with Preqin Ltd. With this partnership, a new Backstop feature allows Backstop users to seamlessly integrate Preqin investor data into their Backstop CRM platform.

“Many of our clients are already using the Preqin database to source potential clients, so this partnership will further streamline their sales and marketing efforts and help them work more efficiently.” said Robert Goldbaum, Backstop’s Vice President of Product & Market Strategy. “With this integration, Backstop clients will have access to the Preqin Institutional Investor databases from within the Backstop interface, providing a seamless information flow when searching for appropriate contacts to build relationships and raise institutional awareness for their investment products and services.”

For Backstop users that subscribe to the Preqin database, the Preqin Hedge Fund and Private Equity investor data can be easily queried and linked into Backstop. Users will be able to search the Preqin database from within Backstop and then quickly upload relevant data to their Backstop contact cards.

“As the alternative asset industry’s leading source of data and intelligence, we’re thrilled to be partnering with another industry leader like Backstop,” said Tim Friedman, Preqin’s Chief Commercial Officer. “The integration of our database with their CRM / Investor Servicing system will further enhance funds’ fundraising, marketing and investor relations services.”

Beyond adding and updating investor contact data, this integration allows users to leverage work across their business. Maintaining Preqin data within Backstop gives all team members access to up-to-date information from one, centralized location, which saves time and facilitates effective communication internally, as well as with current and prospective investors.

Backstop users wishing to utilize this feature must have current Preqin user licenses

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About Backstop Solutions Group

Backstop Solutions Group, LLC is a leading provider of web-based software solutions for hedge funds and institutional investors. Backstop was founded in 2003 and is one of the fastest growing software providers in the financial services industry, serving over 650 firms throughout the United States, Europe and Asia. Backstop has been repeatedly recognized by industry leading managers and service providers as a top technology provider in the alternative asset management industry. For more information visit www.backstopsolutions.com.

About Preqin

Preqin Ltd is the alternative assets industry’s leading source of data and intelligence. Preqin provides data and information on the private equity, real estate, hedge fund, infrastructure and private debt asset classes which include the following: funds & fundraising, performance, institutional investors, and deals. Preqin’s products and services are utilized by more than 24,000 professionals located in over 94 countries for a range of activities including investor relations, fundraising and marketing, and market research. Founded in 2003, Preqin operates from offices in New York, London, Singapore and San Francisco.

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