

Backstop Celebrates Record Client Growth in 2010

Tuesday, February 1, 2011 – Backstop Solutions Group, LLC, a provider of Software-as-a-Service (SaaS) platforms for the alternative asset management industry, today announced a record year of client growth in 2010. The firm increased its client base by more than 25% and further extended its position as a global leader in the alternative investment management community.

One reason Backstop has continued to experience rapid adoption is due to the fact that its platforms can be deployed by managers of all shapes and sizes. Regardless of whether a prospective client is a start-up hedge fund, a \$500 million dollar fund of funds, or a multi-billion dollar university endowment, the flexibility and customizability of its software solutions make Backstop an attractive option.

In addition to expanding the user base of its flagship platform, [Backstop](#), the company also welcomed a record number of new clients to its website management and investor portal platform, [InvestorBridge](#). “We made a very large investment in our InvestorBridge platform in 2010, and are more confident than ever in its capabilities for servicing hedge fund and fund of funds managers and their clients,” said Andy Pruitt, Chief Technology Officer. “When clients use Backstop for their day-to-day operations coupled with InvestorBridge, they are seeing real-time benefits in their overall client relations,” added Pruitt.

In addition to enhancing the InvestorBridge platform, Backstop rolled out more than 290 new features and software enhancements to its client base in 2010. Because of its flexible SaaS deployment model, users are able to take advantage of every new feature as it becomes available, rather than having to wait months or spend thousands of dollars for each upgrade.

“Our continued growth has afforded us more opportunities to work with our clients to come up with better ways to leverage Backstop and InvestorBridge more efficiently and more quickly,” said Geoff Surkamer, Backstop’s Global Head of Sales & Marketing.

Jeremie Bacon, Chief Executive Officer, is confident the firm will continue to grow in 2011, due in part to the broad recovery and return to profitability of large portions of the asset management industry, greater demand for transparency from investors, and increasing regulatory pressure on firms to deploy institutional quality infrastructure. The company plans to continue to enhance its current offerings in response to the evolving needs of its clients, via further development of its newer Private Equity and Advanced Liquidity modules.

“We remain committed to writing and supporting the best software for the industry, strengthening our current client relationships, and extending our reach to new clients,” said Bacon.

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 275 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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