
Backstop Discusses JOBS Act, New Marketing Regulations for Hedge Funds

Backstop Press Release

Thursday, May 24, 2012 (Chicago) – Backstop Solutions Group (BSG), a leading Software-as-a-Service provider to the alternative asset management industry, will speak about The JOBS Act and its implications on the hedge fund community at a seminar later today, hosted by industry news company Infovest21. Among the topics to be discussed are the advantages and disadvantages of the new regulations brought on by this legislation.

“We saw this seminar as an excellent outlet for sharing our perspective on the impact of The JOBS Act and how our software platforms can help managers prepare for this shift in marketing opportunities,” said Geoff Surkamer, Global Head of Sales & Marketing for BSG.

The JOBS (or Jumpstart Our Business Startups Act) is a legislative package that was designed to jumpstart the economy by removing many of the regulations imposed on emerging growth companies seeking capital. Private investment vehicles such as hedge funds and private equity funds can also benefit from the new provisions instated by the act, as it allows them to advertise more openly - a practice that was forbidden to private fund managers until now.

Backstop’s investor relations and web-reporting platforms provide several key solutions for managers looking to take advantage of the lifted advertising ban. “The functionality offered by our software is perfect for managing the capital raising process,” said Surkamer. “We are excited to hear the reaction from the hedge fund community on what the new rules mean for them, and how we can help during this transition.”

The [Infovest21 Seminar](#) will take place on Thursday, May 24th at the Waldorf Astoria in New York. Backstop will also be offering a similar panel discussion exclusively for clients at their annual Backstop User Conference in July.

For more information on Backstop and its solutions for hedge fund managers, visit <http://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 350 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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