

## **Geoff Surkamer Joins Backstop Solutions Group to Lead Global Sales and Marketing Effort**

Tuesday, January 12, 2010 – Backstop Solutions Group, LLC, an industry leading Software-as-a-Service platform company catering to the alternative asset management community, announced today that Geoff Surkamer has joined the firm as the Global Head of Sales and Marketing, and a member of the firm's executive management team. Mr. Surkamer brings over 20 years of valuable experience leading global business efforts in the Software-as-a-Service (SaaS) industry and will play an integral role in the company as Backstop looks to significantly expand its global presence in 2010 and beyond.

"Backstop has experienced a tremendous amount of growth over the years and we're excited to add someone with Geoff's high-energy and customer-oriented leadership to our sales and marketing efforts," said Jeremie Bacon, Chief Executive Officer (CEO).

Before joining Backstop, Geoff held several executive leadership positions at ASAP Software and founded License Technologies Group (LTG). He transitioned to Dell after it acquired ASAP and LTG in November, 2007. LTG grew to become a huge success, providing means by which software publishers and distributors could track and manage software licensing throughout their enterprises.

"The opportunity to join Backstop was one that I could not pass up," said Mr. Surkamer. "Backstop is a front to back enterprise level investment management solution that scales well beyond other software tools in this space. When you consider the needs of the alternative asset management industry there is no better partner than Backstop."

### **About Backstop Solutions**

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 225 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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