

## Backstop Solutions Group Opens Asia Pacific Office in Hong Kong

Monday, February 1, 2010 – Backstop Solutions Group, LLC, a leading provider of Software-as-a-Service (SaaS) platforms for the alternative asset management industry, today announced the opening of its Asia Pacific office in Hong Kong.

The new office will better position Backstop Solutions Group to serve its quickly growing Asian Pacific customer base in a marketplace where SaaS applications are in high demand. The Asia Pacific office will initially cater to the Hong Kong, Singapore, and Japanese markets with the long-term goal of expanding to other markets in the region.

“The alternative asset management industry is healthy and growing throughout Asia. We believe the region presents an extraordinary opportunity for our business,” said Jeremie Bacon, Chief Executive Officer (CEO). “We’ve already signed on a number of firms in the region and hope to replicate the same successes we’ve experienced in the United States.”

Backstop’s on-demand solutions are a popular choice for funds of all sizes because they provide a cost-effective and powerful way for hedge funds and hedge fund investors to manage their core operations. These include fund marketing to investor accounting and all the way through to research and fund of funds portfolio management via one, fully integrated platform. Backstop even helps managers with web-based reporting solutions through its hosted platforms.

There are many reasons for the interest in SaaS among Hong Kong and Singapore based fund managers. Because, on-demand applications like Backstop only require a web browser; they offer multinational and geographically distributed enterprises the ability to access information about their business operations from multiple offices without the hardware cost typically associated with on-premise solutions. These types of offices are prevalent in Hong Kong because it is a hub of international business.

It is expected that the benefit of "anytime, anywhere" access, combined with the increase in efficiency of business operations that comes from Backstop’s unique single system for managing hedge funds will allow cost-conscious Asian businesses to grow rapidly while greatly reducing their total-cost-of-ownership (TCO) for business systems. Hong Kong's world-class infrastructure — over 98% of households and more than 95% of business buildings have broadband internet access — make SaaS applications the natural choice.

Learn more about Backstop software by visiting, [www.backstopsolutions.com](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 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.

### Press Relations Contact

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