

Backstop Solutions Group, LLC, Announces the Addition of a Public Relations Department

November 10, 2009 – Backstop Solutions Group, LLC, today announced the latest expansion of its business with the addition of a Public Relations department. The new department will be headed by Andrew Zapotosky formerly of NYSE Euronext.

“This addition of a dedicated PR team is a testament to the continued growth of our business and the alternative asset management industry as a whole,” said Jeremie Bacon, Chief Executive Officer. “As the markets have begun to recover there has been a growing need to maintain an open and productive dialogue between the press and our business.”

Backstop software is built using a collaborative approach whereby Backstop engineers work side-by-side with customers to build software that provides them exactly what they need. This direct exposure has given Backstop Solutions a unique look at the inner workings of hedge funds, funds of funds and other institutions involved in the alternative asset management industry.

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 215 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.

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