
FOR IMMEDIATE RELEASE**Media Contact:**

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Email: sburruss@backstopsolutions.com**BACKSTOP STRENGTHENS LEADERSHIP TEAM, HIRES TWO EXECUTIVES***Newly-created Roles to Enhance Client Engagement, Product Management*

Chicago, May 14, 2014 - Backstop Solutions Group – a leading provider of cloud-based solutions purpose-built to help the institutional investment industry save time, increase productivity and make better investment decisions – announces that Scott Gruchot and Marguerite Peters are joining the company as Senior Vice President of Product Management and Marketing, and Vice President of Client Services, respectively.

“One of our top priorities is ensuring that clients are getting the most out of their investment in Backstop,” said Clint Coghill, CEO, Backstop Solutions Group. “Both Scott and Marguerite bring extensive experience in leading customer support, client engagement and product development, and they will be key drivers in helping us add value to our clients and the industry.”

At Backstop, Gruchot will be responsible for guiding product management and marketing, enhancing the brand’s portfolio and implementing cohesive communication efforts. To offer more education and support for clients, Peters will head the client services team, which will reach clients through webinars, newsletters and in-office meetings.

“Backstop has seen impressive growth recently, and the creation of these new roles shows commitment to further developing partnerships with both current and prospective clients,” said Gruchot. “I’m very much looking forward to the opportunity to continue to drive this growth by increasing engagement with the software and building our brand awareness.”

Prior to joining Backstop, Gruchot spent five years at Wolters Kluwer, where most recently he managed a software, content and services business within the company’s tax and accounting division. Gruchot has more than 20 years of experience in the investment industry and previously held a number of executive roles at SunGard, including Chief Technology Officer.

Peters also comes to Backstop from SunGard where she held several executive positions and led the company's client services team. She has more than 20 years of experience in the financial services industry, specifically in brokerage and trust operations, and client delivery of services and software.

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About Backstop Solutions Group

Backstop Solutions Group, LLC is the leading provider of web-based software solutions for hedge funds and institutional investors. Backstop was founded in 2003 and is one of the fastest growing software providers in the financial services industry, serving over 600 firms throughout the United States, Europe and Asia. Backstop has been repeatedly recognized by industry leading managers and service providers as a top technology provider in the alternative asset management industry.