
FOR IMMEDIATE RELEASE**Media Contact:**

Contact: Shannon Burruss

Phone: +1 (312) 277-1195

Email: sburruss@backstopsolutions.com**BACKSTOP MOVES INTO NEW LONDON OFFICE***Company Expands Team in EMEA, Opens EU Data Centre*

London, 15 September, 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 – has announced that it is further increasing its investment in the EMEA region. A little over a year after acquiring Pertrac’s CMS business, Backstop has moved into a significantly larger office at 25 Berkeley Square, London, to accommodate the company’s growing presence in EMEA. Backstop’s expansion in the region also includes increased staff and a new EU data centre.

“Taking larger office space in Berkeley Square demonstrates our commitment to our clients and the EMEA market. As our business grows in this region, we are expanding our staff so that we can better serve our current and prospective clients in EMEA,” said Simon Johnson, Managing Director for EMEA, Backstop Solutions Group. “We have hired new sales and support staff, and we are going to continue to grow the team over the next few months.”

In addition to expanding the London team, Backstop is also increasing its offerings for firms based in the EU. Extended support hours are now in place to accommodate clients working in EMEA and Asia, and the company opened its first EU data centre earlier this summer, which will be available to new Backstop clients who wish to have their data stored in the EU.

Further enhancing clients’ partnership with Backstop, the team has held a number of recent events in London, including a regional training event and networking luncheon. The team will also be hosting an industry panel discussion – open to Backstop clients, prospective clients and other partners – later this year.

“Backstop prides itself on offering the highest level of client services,” said Johnson. “As we continue to expand the brand globally, we’re looking forward to bringing this unparalleled client experience to all of our customers and prospects in the EMEA region,” said Johnson.

###

About Backstop Solutions Group

Backstop Solutions Group, LLC is a 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.