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BACKSTOP SOLUTIONS GROUP LAUNCHES NEW MOBILE SOLUTION

Reinvented Mobile App Offers Access to Critical Data On Demand

Chicago, January 16, 2015 – 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 – unveiled the new Backstop Mobile app at the company's 2014 Backstop User Conference in Chicago, and this month an updated release of the app includes additional features to make it a powerful solution for both fund managers and allocators. Available to all Backstop clients, Backstop Mobile features many of the platform's most-used CRM functions, as well as the ability to monitor funds and holdings, to help clients stay up-to-date with their business while on the go.

"The Backstop User Conference was the perfect stage to launch our new mobile application," said Clint Coghill, Chairman & CEO, Backstop Solutions Group. "It provided a unique opportunity to debut the technology to many of our clients in person, so they could see firsthand how Backstop Mobile will help them make the most of their time – whether they're on a business trip or commuting to and from the office."

The initial launch of Backstop Mobile included functionality for dictating meeting and call notes directly into the app, accessing crucial account and opportunity details, entering new contacts into the database, and more. A unique activity timeline, which operates similar to an activity feed on many social media sites, also allows users to view all the recently entered activity from their colleagues at a glance.

Backstop's development team built the app's first round features based on input from client surveys and also leveraged client feedback when developing the next round of functionality, which was released last week. The update includes the ability for users to check a fund's performance, with benchmark comparisons, and also view the current values of their holdings.

"We knew the Mobile App was an important feature for both our clients and prospective clients, so building this redesigned app was a priority for our Product Management team in 2014," said Coghill. "The end result of the team's collaborative efforts are a clean design that is consistent with the

Backstop brand, and features that are geared toward maximizing productivity and helping our clients operate more efficiently."

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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.