
FOR IMMEDIATE RELEASE**Media Contact:**

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Email: sburruss@backstopsolutions.com**BACKSTOP SOLUTIONS GROUP SHOWS IMPRESSIVE GROWTH IN 2014***Company Continues Success with New Client Wins in Q1 2015*

Chicago, March 9, 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 – ended an exciting year of growth in 2014 with 112 new clients, as well as a number of new product features and client services enhancements. The company has continued this success in Q1 2015, with 16 new clients already joining the platform this year.

Clients added to the platform in 2014 – and thus far in 2015 – include some of the world’s largest hedge funds and leading institutions. These new clients join more than 640 firms across the alternative asset industry that use the Backstop and InvestorBridge solutions.

“With the increasing complexities of the alternatives industry, we saw many firms in 2014 turning to outsourced providers to help them achieve operational efficiency, and our client growth last year is a true indication that this is a growing trend,” said Clint Coghill, Chairman and CEO, Backstop Solutions Group. “We placed a lot of our focus last year on building additional features and services that help our users create those efficiencies.”

Backstop’s feature updates in 2014 included a redesigned mobile application that gives users access to their data in Backstop when on the go; an Activity Search function that offers faster, more streamlined searching through notes, meetings, calls, documents and email stored in Backstop; and upgrades to InvestorBridge, a web portal and online reporting solution.

In addition to product updates, Backstop also introduced two new internal teams in 2014 with the goal of increasing client engagement and ensuring clients are getting the most out of their investment in Backstop. The Relationship Management and Knowledge Management teams work with clients to share best practices, educate via on-site and online trainings, and communicate product updates.

“We’re looking forward to continuing last year’s momentum in 2015, and it’s exciting to see both our new clients, as well as those that have been using Backstop for years, recognizing the value that we bring to their firms’ operations,” said Coghill.

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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 640 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.