
FOR IMMEDIATE RELEASE**Media Contact:**

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Email: sburruss@backstopsolutions.com**BACKSTOP SOLUTIONS GROUP APPOINTS MANAGING DIRECTOR FOR EMEA***Based in London, New Role to Lead Market Expansion*

London, 8 April 2014 - Following the opening of an office in London last year, Backstop Solutions Group (BSG) – the leading provider of cloud-based solutions for the institutional investment industry – announces that Simon Johnson is joining the company as Managing Director for the Europe, Middle East and Africa region. In this newly created role, Johnson is responsible for leading Backstop's growth in these markets.

Johnson brings extensive industry experience in corporate development and sales management to Backstop, most recently serving as the Commercial and Strategy Director for DST Global Solutions, the international business division of US-based DST Systems, a leading provider of software services for the investment management and utilities industries. In this role, Johnson was responsible for creating and implementing the division's global business development and operational improvement plans, and leading its Utilities Billing division. He was also a key member of the management team that turned around the business's performance. Prior to DST, Johnson specialized in corporate development, including roles at Cable & Wireless and a number of technology start-ups and early-stage businesses.

“Opening our London office last year was a step toward expanding our services for clients outside the US,” said Geoff Surkamer, global head of sales and marketing for Backstop Solutions Group. “Simon brings rich experience to our global team, and he will be instrumental in developing our presence throughout EMEA and helping us reach our goals.”

Johnson will manage Backstop's London office, leading and implementing cohesive marketing and sales efforts across EMEA, as well as building out the Backstop team in London. With a stronger presence in the region, Backstop is better positioned to offer enhanced client support, connect with industry partners and meet with prospective clients.

“This role and its remit further demonstrate the commitment that Backstop is making to build a business in the EMEA region, and I am hugely excited about this opportunity,” said Johnson. “With an impressive track record and client base in the US, and proven solutions that meet the established growing needs

of hedge funds, private equity firms and the organisations that invest in them, Backstop is perfectly positioned to establish a strong business in this region.”

For more information on Backstop Solutions Group and its solutions for institutional investors, please visit www.backstopsolutions.com.

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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.