

FOR IMMEDIATE RELEASE

Stock & Option Solutions Hosts SOS Educational Webcast: Don't Be Caught Wearing Last Year's Communications! Communications That Work for a Multigenerational Workforce

Trend-setting communication methods are shared in this educational webcast

Campbell, California, July 24, 2014 - Stock & Option Solutions (SOS), a leading provider of stock plan administration, management and consulting services, today announced their upcoming webcast, Don't Be Caught Wearing Last Year's Communications! Communications That Work for a Multigenerational Workforce, is scheduled for July 31, 2014 at 11am PT.

Steve Gaylord of SOS and Ruth Tyroler of Computershare will give an overview of Generation Y and how their needs differ from the other employees. Effective communication is essential in the workplace and these two experts will share methods and tips on how to create a line of communication that makes sense to different generations.

Gaylord of SOS says, "With Generation Y quickly becoming a major percentage of the workforce it is critical to think about how we need to communicate to this set of the workforce in a way that ensures they absorb information, but not forgetting about the other generations in our population. Generation Y moves fast and so does technology and many times companies jump to adopt the latest technology fads without pausing to understand the implications and risks."

For more details on the above webcast, please contact Shawna Casey at scasey@sos-team.com or 408-979-8700.

Stock & Option Solutions, Inc. (SOS) is a leading provider of [stock plan administration](#), management and [equity consulting services](#) for companies offering equity compensation and benefit programs to its employees. For over ten years, hundreds of organizations, from private start-ups to Fortune 500 companies, have relied on [Stock & Option Solutions'](#) expertise for strategic planning, methodologies and skilled resources to build and support the most effective stock administration programs possible. The company offers its services through its [People Solutions](#), [Technology Solutions](#), and [Strategic Solutions](#) business groups. For more information about Stock & Option Solutions, please visit <http://www.sos-team.com>.

###