

**FOR IMMEDIATE RELEASE**

**Stock & Option Solutions Announces Aspirations Program Schedule Has Been Released**

**The presentations and speaker line-up are in place for the all-day conference that targets preparing companies for an IPO, specifically their equity plans**

**Campbell, California, October 7, 2014** - Stock & Option Solutions (SOS), a leading provider of stock plan administration, management and consulting services, today announced the program schedule for the fourth annual Aspirations, their equity compensation-related conference for executives and stock plan staff from private companies preparing their stock plans for an IPO, rapid growth, or liquidity event.

The brightest and most decorated speakers will share their knowledge and expertise in an event that will be held on November 4, 2014 in Campbell, California at Villa Ragusa. The all-day conference will include breakfast, lunch and a cocktail/networking reception. The event will bring together executives and stock plan staff from finance, HR, legal, and executive compensation for 11 educational sessions on topics ranging from the basics of stock plan management to accounting standards and taxation to international issues.

The morning general workshop, **Stock Comp and the SEC...A Recent study of SEC Comment Letter Trends Related to Stock Compensation**, will kick off the day with SOS's Elizabeth Dodge, Brue Shin of PwC and Ken Stoler, also of PwC. The workshop will highlight trends in recent SEC comment letters related to stock compensation, updates on equity compensation accounting standard setting activities and other regulatory updates, current trends in private company awards, and issues to consider for pre-IPO companies.

The general lunch workshop, **A Trip Down the Tax Turnpike: Avoiding the Tolls**, will be engaging and full important take-aways. The panel includes Ellie Kehmeier of Steele Consulting, LLP, Andrew Schwartz of Computershare, Ken Scully from Rocket Fuel Inc. and SOS's Christine Zwerling. In this lively discussion, the panelists will review what companies need to be ready for and how to manage compliance once they have liquidity in their stock and employees can finally realize some value for their equity compensation.

Scott McDonald, Director of Sales and Marketing at SOS, says of Aspirations, "If you are involved with a private company equity compensation program, this event is a must-attend. As usual the Aspirations session and speaker lineup features some of the best and brightest experts in stock plans today, and they will be covering topics critical to the health and success of your stock plans. Aspirations will also offer amazing networking opportunities, allowing our attendees to build professional relationships that will be key to their success."

For more details on Aspirations, please contact Shawna Casey at [scasey@sos-team.com](mailto: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 programs to its employees. For over thirteen 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/Staffing Solutions, Consulting/Project Solutions, and Outsourcing/Total Administration Solutions business groups. For more information about Stock & Option Solutions, please visit <http://www.sos-team.com> or call 888-SOS-0199.

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