

FOR IMMEDIATE RELEASE

Stock & Option Solutions Announces Aspirations 2012 Program Schedule

Presentations, speaker line-up have been announced for the much anticipated conference which focuses on helping companies prepare their equity plans for an IPO

Campbell, California, June 22, 2012 - Stock & Option Solutions (SOS), a leading provider of stock plan administration, management and consulting services, today announced the program schedule for Aspirations 2012, their equity compensation-related conference for emerging private companies anticipating an IPO (or other liquidity event) in the next one to three years.

The all-day conference will bring together executives and stock plan staff from finance, HR, legal, and executive compensation for 13 educational sessions on topics ranging from stock plan management to accounting standards and taxation to international issues. The best and brightest speakers have been recruited to share their knowledge and expertise. It will be held on July 25, 2012 in Santa Clara, California at Santa Clara University in Lucas Hall, and will include breakfast, lunch and a cocktail reception.

“We anticipate another sold-out event, which is really a tribute to the amazing line-up of speakers who want to be part of this type of educational conference. We put an exceptional amount of time and effort into carefully selecting the speakers and sessions to include in this year’s conference. I have no doubt the attendees will walk away having gotten more than their money’s worth”, said Elizabeth Dodge, VP of Product Management at SOS.

The general lunch session, “Success or Big Mess? Mistakes and Must-dos on the Road to an IPO”, promises to be among the highlights of Aspirations 2012, with a panel that includes Susan Garvin, from Stock & Option Solutions, Linda Hart from Skype, Joanne Wendler, from Demand Media, and Alison Wright from Baker & McKenzie LLP. In this lively discussion, the panelists will discuss the stock plan pitfalls to avoid and best practices to adopt that will focus on both US and a non-US plan design, while also looking at things from a tax and regulatory perspective. With their extensive experience helping to prepare the stock plans of pre-IPO companies for the public world, the panelists are sure to have plenty of fascinating insights, war stories, and lessons learned.

“With last year’s inaugural Aspirations conference, we were glad to be able to hit all the right notes with the content we delivered to our audience. We were able to build on that success and saw a huge increase in the number of submissions we had from experts looking to present this year”, said Marianne Snook, CEO of SOS. “Looking at the quantity and more importantly, the quality and breadth of this program, as well as the networking and sponsor information tables, this year’s event will be even better.”

For more details on Aspirations 2012, 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 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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