

**FOR IMMEDIATE RELEASE**

**Stock & Option Solutions Announces an Aspirations Fling with Certent**

**This Aspirations Fling with Certent is a must-attend event that will share with attendees lessons on making the right vendor choice the first time around and creating an equity plan that best serves your company.**

**Campbell, California, August 23<sup>rd</sup>, 2016** - Stock & Option Solutions (SOS), a leading provider of stock plan administration, management and consulting services, today announced an Aspirations Fling - a luncheon meeting geared towards private companies that provide equity compensation. The meeting will include lunch, networking and a topic dedicated to selecting the right vendor, what questions you should be sure to ask up front, and tips on how to design an equity plan that meets the needs of your company.

This Aspirations Fling with Certent will bring together executives and stock plan staff from finance, accounting, HR, legal, and executive compensation on September 29, 2016 at The Crowne Plaza in Palo Alto, California.

“Mistakes in plan design and vendor selections are expensive and time consuming to correct. Once a company is public, changes to plans must be approved by shareholders at annual/special meetings and changing vendors costs stock administrators time and creates confusion and inconvenience for employees. It is vital to make smart choices the first time around to avoid the extra work and expense changes bring,” said scheduled presenter, Sorrell Johnson, CEP, of SOS.

“Certent’s expert panelist, Lori Drenkhahn, CEP, will share her experience from hundreds of equity system implementations,” said Leslie Leach, Chief Marketing Officer at Certent. “Attendees will learn from her all of the key pitfalls that can occur with a new system and how to avoid them by asking the right questions up front.”

For more details on Aspirations, please contact Shawna Casey at [scasey@sos-team.com](mailto:scasey@sos-team.com) or 408-979-8700.

SOS is a leading stock administration staffing, consulting and outsourcing firm within the equity compensation marketplace. SOS provides temporary stock plan staffing, expert project resources, and total outsourcing solutions. To learn more you can visit us online at <http://www.sos-team.com> or call us at 888-SOS-0199.

Certent, Inc. is a leading provider of software-as-a-service (SaaS) solutions for equity compensation and financial disclosure management. Our open ecosystem allows for comprehensive partner integrations enabling best-in-class stock plan administration, robust financial reporting for ASC 718, and high quality EDGAR/SEDAR filings in XBRL, HTML, and Inline XBRL. Founded in 2002, Certent has helped more than 1,800 public, private, and pre-IPO companies worldwide innovate their stock plan and financial reporting processes. To learn more you can visit Certent online at [www.certent.com](http://www.certent.com)