



FOR IMMEDIATE RELEASE

New Backshop web site showcases Asset and Fund management

Sausalito, CA, April 23, 2009 - Today we launched a subtle site redesign that better highlights Backshop's value not only for loan origination, but also for asset management and fund management.

While we earned our reputation by building the CMBS industry's most widely used loan origination system, we started signing up portfolio lenders and hedge funds in 2004 and have been focused on asset management and fund management for over four years.

These different business processes use unique Backshop configurations, but they all rely on the same core underwriting system that delivers the same accurate, transparent and reportable asset valuations.

Over the coming months, we will announce our June user conference, promote the improvements in the next release of Backshop and, hopefully, announce a few new customers!

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About the company

Backshop's powerful loan origination software improves the transparency and productivity of commercial real estate lending operations. Over the past nine years, Backshop software has elevated some of the top lenders to a more efficient, more profitable standard.

CMBS.com and Backshop
85 Liberty Ship Way, Suite 201
Sausalito, CA 94965
Main: 415.332.1110
Fax: 415.289.3802
info@backshop.com
www.backshop.com | www.cmbs.com