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**FOR IMMEDIATE RELEASE**

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**EASi and Armanino Consulting Announce Strategic Partnership  
to Provide Equity Compensation Outsourcing to Private Companies**

**SAN RAMON, CALIF., March 12, 2012** —Equity Administration Solutions, Inc. (EASi), the largest independent stock plan software technology company in the world, today announced a strategic partnership with Armanino Consulting to sell EASi software and provide expanded support to private and pre-IPO companies with employee stock programs. The new offering, called Equity Compensation Outsourcing, simplifies equity accounting for private companies with the cloud-based EASi software solution coupled with the streamlined accounting, stock option valuation and administration support from Armanino Consulting's finance professionals.

"We are delighted to offer an essential set of value-added services to our private company clients," said Carine Schneider, CEO of EASi. "Armanino Consulting's depth of resources and in-house technical accounting and stock option administration expertise will enable our clients to focus on running their businesses while Armanino Consulting addresses the compliance issues. Through our joint offerings, EASi and Armanino Consulting can provide the most comprehensive solution in the marketplace for privately-held companies that grant equity as a key form of compensation."

Armanino Consulting's full service Equity Compensation Outsourcing solution provides:

- Administration – automated administration and tracking of awards, vesting and exercises with EASi
- Employee Portal – configuration of EASi software and training to support use of the EASi Share participant portal for self-service
- Valuation – periodic independent valuation of common stock (409A) for GAAP and tax purposes
- Technical Skills – executive compensation expense reporting (ASC 718) and technical accounting support

"EASi is the best of breed solution for equity administration and we're proud to be an EASi Platinum partner," said Matt Armanino, COO and partner of Armanino Consulting. "This new partnership signifies the investment we've made in a proven solution that enables CFOs and their teams to be more strategic and focused on leading their organizations toward growth."

Armanino Consulting provides a complete range of Equity Compensation Outsourcing services, including implementation, training, support and outsourcing the entire equity accounting and management function. The firm has a depth of knowledge of the EASi solution from leading many successful client implementations.

“Outsourcing my stock option program has been a big win for Digital Chocolate,” said Mark Richman, CFO of Digital Chocolate, a Silicon Valley game developer. “My team can focus on the business while Armanino Consulting utilizes the EASi software tool to manage our cap table and our stock option-related technical accounting. Armanino Consulting’s value proposition around equity administration, accounting and valuation is extremely compelling.”

To learn more about Armanino and EASi’s solutions for privately held companies, please visit <http://www.amllp.com/services/consulting/cfo-advisory-services/equity-compensation-outsourcing>.

#### **About EASi**

Equity Administration Solutions, Inc. [www.easiadmin.com](http://www.easiadmin.com) is the largest independent stock plan software technology company in the world. Unlike other technology providers, EASi works with any brokerage firm and does not derive *any* revenue from wealth management fees or trading commissions. A SaaS company, EASi set the standard in stock plan solutions with its comprehensive industrial strength platform that handles all the [accounting, tax, administration, participant services and compliance](#) needs of companies that grant equity awards. Headquartered in Pleasanton, CA, EASi serves more than 750 companies on five continents in over 20 countries with participants based in 70 countries and continues to lead the industry with second-to-none solutions in areas including [ASC718 \(FAS123R\)](#), IFRS2, [Performance Awards](#), material modifications and WorkStream process automation. In 2010 Inc. Magazine ranked EASi 35th in the Financial Services industry segment and in the top 12% on its annual list of fastest growing private companies in America. In 2011, EASi was ranked 174th on Deloitte’s Technology Fast 500™, ranking of the 500 fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America.

#### **About Armanino Consulting**

Armanino Consulting ([www.amllp.com/consulting](http://www.amllp.com/consulting)) provides comprehensive services to the CFO organization, including IT systems and strategy; governance, risk and compliance; outsourced accounting; financial management; and CFO advisory services. The firm is the 35th-largest public accounting and business consulting firm in the nation. In addition to its San Ramon headquarters, the company has offices in San Francisco and San Jose, California; Portland, Oregon; and Bellevue, Washington.

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