



## FOR IMMEDIATE RELEASE

### Contacts:

BackOffice Associates, LLC  
John Kelly  
Director Global Marketing  
508.430.7100 x486  
[JohnKelly@boaweb.com](mailto:JohnKelly@boaweb.com)

BEST  
Geoff Garmhausen  
Director Marketing & Communications  
502-588-7152  
[ggarmhausen@experienceBEST.com](mailto:ggarmhausen@experienceBEST.com)

## BACKOFFICE ASSOCIATES WINS GRAND SLAM SIGNING TOP TENNIS TALENT

*Company announces multi-year deal with BEST Tennis clients' Sam Querrey, Mardy Fish and Bob & Mike Bryan along with BEST client Melanie Oudin*

**South Harwich, MA, March 8, 2010** – [BackOffice Associates, LLC](#), the leader in ERP [data migration](#), [data governance](#) and [MDM](#) solutions for [SAP](#)®, [Oracle](#)® and other ERP vendors, announced today multi-year promotional partnerships with [BEST](#) (Blue Entertainment Sports Television) tennis stars [Sam Querrey](#), [Mardy Fish](#) and the [Bryan Brothers](#) (Bob & Mike). The new partnerships will include BackOffice Associates logo to be worn on the court as well as promotional appearances and endorsement opportunities.

Fish and Querrey recently clinched their first [ATP World Tour](#) doubles title at the February [SAP Open](#) in San Jose, California. The Bryan brothers recently secured their 58th career doubles title at the ATP [Delray Beach International Tennis Championships](#) in Delray Beach, Florida, passing [John McEnroe](#) and Peter Fleming to become the winningest American team in the Open Era. Querrey, Fish and the Bryan Brothers will join other BackOffice Associates sponsored athletes including: tennis star [Melanie Oudin](#), and golfers [Boo Weekley](#), [Jonathan Byrd](#) and [Brendon de Jong](#).

“BackOffice understands and appreciates the commitment and effort required to be a champion, like Sam, Bob, Mike and Mardy” said [Trish Kennedy](#), BackOffice Associates Co-founder and CEO. “Having these world class athletes on the BackOffice team is a big win for us and great fun for our clients.”

“We are excited to expand on our relationship with BackOffice Associates by adding Sam, Mardy, Bob and Mike to the roster,” said John Tobias, President, BEST Tennis. “BackOffice has been tremendous to work with in regard to Melanie and we look forward to a long relationship with such a strong and impressive company.”

BackOffice Associates, LLC, has a rich and deep history in ERP data quality for SAP, Oracle and other ERP vendors, that spans more than a decade. The company's history in delivering flawless data migrations for global ERP implementations has led to the leadership position in ERP data quality related issues spanning data migration, master data management and data governance solutions.

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#### **About BackOffice Associates**

BackOffice Associates, LLC is a leading provider of data migration and [data governance](#) solutions in support of SAP solutions for global customers. BackOffice Associates pioneered the industry's only "[Boring Go Live®](#)" migration process to deliver a smooth startup for customers implementing SAP solutions. The company exclusively focuses on SAP data migration and data governance delivering [Business-Ready Data Every Day™](#) for users worldwide. BackOffice Associates is headquartered in South Harwich, Mass., with offices in the United States, Europe, Australia, Mexico, Singapore and India. Company information is available at: [www.boaweb.com](http://www.boaweb.com).

#### **About BEST**

BEST is a unified full-service sports and entertainment company. Current clients include Super Bowl MVP Santonio Holmes, Reggie Bush, DeAngelo Hall, Darren Sharper, 2009 AP Offensive Player of the Year Chris Johnson and 2009 AP Offensive Rookie of the Year Percy Harvin; NBA All-Star Shawn Marion, 2009 NBA Lottery pick Ricky Rubio and 2009 NBA Sixth-Man of the Year Jason Terry; legendary ATP doubles team Bob and Mike Bryan, rising star Melanie Oudin, WTA #3 Caroline Wozniacki and WTA #6 Victoria Azarenka; top MMA heavyweight Fedor Emelianenko; basketball legend Magic Johnson; boxing legend Floyd Mayweather, Jr.; entertainment personalities John Saunders, Jenn Brown and Matt Vasgersian. Media & Event properties include the US Open Tennis Championship, the French Open Tennis Championship, the Legg Mason Tennis Classic, numerous US-based ATP tournaments, Rock 'n Racquets, the Boston Marathon, the Superstars Competition, Ice Wars, The Hall of Fame Showcase, the Men's and Women's Fifth Third Bank Tennis Championships and experiential grassroots properties Hoop It Up, Kick It and Let It Fly. [www.experienceBEST.com](http://www.experienceBEST.com)

#### **About Blue Equity**

Blue Equity, LLC is an independent, private equity firm based in Louisville, Kentucky. It is committed to actively investing growth capital and business expertise in enterprises with solid development potential. Blue Equity forms strategic partnerships with existing management teams and leverages its expertise and relationships to stabilize, strengthen and grow lasting value. Investment efforts and managerial expertise are focused on the operation of a global and diversified portfolio of business enterprises, including opportunities in media, publishing, sports and entertainment, financial services, health care and real estate. Blue Equity is dedicated to helping businesses grow by accelerating opportunity and driving innovation to the marketplace. [www.blueequity.com](http://www.blueequity.com)