

## **Equity Administration Solutions Incorporated (EASi) is Now Certent**

Pleasanton, CA – January 12, 2015 - Equity Administration Solutions, Inc. (EASi), a leading provider of financial compliance software-as-a-service (SaaS) solutions announces the company is now Certent. Effective January 1<sup>st</sup> 2015, the decision to rebrand as Certent, Inc. is a direct reflection of the company's continued rapid growth and newly expanded financial compliance platform. More than 1,200 leading public and private companies, such as Crocs, Airbnb, Con-way, GitHub, Pier 1 Imports, United Stationers, LivingSocial, TriNet and Workday rely on Certent for quality financial disclosures and comprehensive equity compensation management.

"I am thrilled to announce the company's rebranding," said Michael Boese, EASi's chief executive officer. "The Certent brand strategically aligns with the company's recently expanded technology and service offerings, and will help to further support our market momentum in 2015."

In addition to the adoption of a new brand, logo, and product names, Certent also announces the launch of [www.certent.com](http://www.certent.com). The new website reflects an increased effort to deliver resourceful information in a responsive and easy-to-navigate design. Certent will continue to provide both public and private companies with the financial disclosure and equity compensation solutions they need to effectively meet complex, mission critical compliance requirements. Certent's web-based platform streamlines internal and external reporting, automates stock plan processes, and simplifies SEC regulatory compliance for both XBRL and HTML.

"Our 2014 success includes growth to over 1,200 clients, and the addition of nearly 100 employees," Boese said. "We remain committed to our clients and partners success and continuing to build-out our platform and services in 2015 as Certent."

### **About Certent**

Since 2002, Certent has been making it easier for companies to meet their financial compliance requirements. Certent's user-friendly, web-based technology streamlines equity plan management, financial reporting for ASC718, and financial filings (in XBRL and HTML) with the U.S. SEC. With technology based on in-depth accounting expertise, an open ecosystem of industry partners, and an expert services organization focused on customer success, Certent has helped more than 1,200 companies worldwide innovate their financial compliance processes. For more information, visit [www.certent.com](http://www.certent.com).