

PRESS RELEASE

(Hoesbach/Germany, May 31, 2010)



ASC Invests More than 20 Million Euros in Research and Development

- Expenditures emphasize “Business Process Optimization” software during the next three years
- New software generation replaces previous product line
- Numerous job openings for IT specialists, sales and marketing professionals

Hoesbach/Germany, May 31, 2010 – ASC, a leading global provider of innovative solutions to record, analyze and evaluate communications will invest more than 20 million Euros for research and development of new software solutions for improving service quality and optimizing business processes during the next three years. The investment will be financed from internal resources without a bank loan and will create numerous job openings at the company’s headquarters in Hoesbach as well as an affiliated location in Saarbruecken.

During recent years, ASC has shifted its focus towards software products. Today, nearly 70 percent of its revenues are derived from advanced software solutions and related services.

ASC’s strategic goals include doubling of sales within the next five years; its double-digit growth in 2009, well above the industry average, seems to make this objective possible.

Guenther Mueller, Chairman and CEO of ASC telecom AG, said, “In 2008 and 2009, we created a solid foundation to continue our dynamic growth well into the future. ASC is consistently increasing its market share despite significant consolidation and retrenchment in our field.”

Mueller went on to emphasize the strong growth potential in Business Process Optimization and its key components: voice recording, quality management, speech analytics, eLearning and workforce management. Of these, ASC sees the most potential in its software solutions for intelligent speech analysis because it facilitates the identification and fulfillment of customer needs. These new solutions enable automatic categorization of calls through keywords and can spot problem calls through emotion detection. They also transcribe recorded calls into text for more detailed analysis.

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ASC will focus on speech analytics in its research and development initiative and will work closely with esteemed international informatics research institutions including Germany's research center for artificial intelligence (DFKI) and the Max Planck Institute for Information Science (MPII).

ASC's new solutions are designed for quality, process and campaign management and will generate critical information for marketing, sales and advertising as well. They will help to increase efficiency for promotional and operational procedures in general.

Expansion of research and development capacities

Every year, ASC invests 18-to-20 percent of its revenues in research and development. With the formation of ASC Software Solutions GmbH, a newly established subsidiary in Saarbrücken, Germany, ASC is expanding its capabilities even more and will develop Business Process Optimization software within this group. In total, this initiative will generate 20-to-25 new jobs for highly qualified I.T. specialists.

Coordination with universities of applied sciences and universities

"We already collaborate extensively with Saarland University and the University of Applied Science of Saarland and will now gain greater access to their highly qualified graduates," said Guenther Mueller.

International Company

An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player. Nine subsidiaries as well as certified, powerful distribution partners realize ambitious customer projects in key markets.

In addition to ASC's long-time subsidiaries in France, Great Britain, Switzerland, Singapore and the United States, the company opened new sales offices in Dubai, Japan and Poland as well as a software center in Saarbrücken, Germany in just the last two years. Today, more than 220 creative and motivated employees from 20 different nations are working on behalf of ASC.

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Numerous international awards

ASC received the “2009 product of the year award” for its VoIP recording software, *EVOip*, by the renowned industry magazine, “Unified Communications,” published by the Technology Marketing Cooperation (TMC) in the United States. The award emphasizes user-friendly products and innovation.

During the last few years, ASC has received numerous international awards for its quality management and VoIP recording software.

About ASC

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC’s solutions reveal information, enabling companies and organizations to considerably improve their value creation: contact centers enhance customer service, efficiently deploy staff and increase productivity. Financial institutions fulfill documentation requirements, achieve a higher level of legal security and reduce costs. First responders and public safety organizations enhance reactivity in emergency situations.

ASC’s software solutions are used in contact centers to continuously measure and improve the quality of customer contacts. Data from all communication levels in contact centers are collected, brought together and evaluated to help train agents and optimize customer service. Based on the content of recorded calls and screen activities, *INSPIRATIONpro* reveals improvement potentials in contact center operations including processes, marketing, sales activities, time of reaction and problem analysis.

ASC subsidiaries and sales offices in France, Germany, Japan, Poland, Singapore, Switzerland, United Arab Emirates, Great Britain and the United States, as well as certified, powerful distribution partners, realize ambitious customer projects in more than 60 countries. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.

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