

STAFF NEWS

(Hoesbach, August 7, 2007)



Harald Zapp new Executive Board member of ASC

Hoesbach, August 7, 2007 – On August 1, 2007 Harald Zapp (45) assumed the position of Chief Operating Officer and designated Chief Executive Officer of ASC. In this function he is responsible for all national and international sales and marketing activities of the leading global provider of innovative solutions to record, analyze and evaluate communications. He is in charge of strategic planning as well as the management and expansion of the global sales structure with the aim of making the solutions of ASC telecom AG better known internationally – especially in the USA, Asian and Pacific countries, and to increase market shares.

Harald Zapp has more than 25 years of experience in the information technology and telecommunications industry. Prior to his move to ASC telecom AG, he held a number of different leading positions at Cisco Systems Germany and later in the European section of the corporation, most recently as Head of Service Provider Central Marketing at Cisco Systems Ltd. in London. Previously, Zapp headed the marketing department of Cisco in Germany for seven years. In this position, he was primarily responsible for the communications concerning the Internet in the mid-1990s as well as the communications surrounding the introduction of Cisco telephony solutions in the German market. His first position at Cisco was Manager of Channel Sales.

Zapp launched his career at WANG Germany as a product and marketing manager in the company's network division. He subsequently held positions in sales management at Ungermann-Bass and SynOptics GmbH.

A photo of Harald Zapp is available at

<http://www.asctelecom.com/german/management.html>

or from the Fink & Fuchs PR AG agency.

About ASC

ASC is a leading global provider of innovative solutions to record, analyze and evaluate communications.

With ASC software, all multimedia interactions in contact centers, financial institutions and public safety organizations are documented and analyzed by intelligent speech and text evaluation methods.

ASC technology enables precise examination of business processes and provides the basis for decisions by supervisors and company executives. The content of communications becomes transparent, generates important information and indicates market trends.



By analyzing communication structure and content, the performance of employees may be evaluated to foster a continuous improvement process.

“Leadership in technology through innovation” is a guiding principle that perfectly describes ASC’s current scope of activities. Today, the company generates more than 50 percent of its revenues with innovative software solutions.

With subsidiaries in the United States, the United Kingdom, France, Switzerland and Singapore, and certified and powerful distribution partners, ASC’s ambitious projects span more than 60 countries. An export quota of almost 70 percent, together with its worldwide service network, makes ASC a powerful global player.

Global alliances, as well as integration and marketing-focused partnerships with leading telecommunication suppliers, ensure fast and easy implementation of ASC solutions in almost any environment.

ASC’s management, with its wealth of experience and its proven record of innovation, provides the knowledge, structure and financial resources required to develop trend-setting solutions. Every year, 18 to 20 percent of revenues are re-invested in research and development.

For more information, contact:

ASC telecom AG • Seibelstrasse 2 - 4 • 63768 Hoesbach • Germany

Contact: Katrin Henkel, PR & Communications

Phone: +49 6021 5001-264

Fax: +49 6021 5001-310

E-Mail k.henkel@asc.de

Internet www.asctelecom.com

Fink & Fuchs Public Relations AG

Alexandra Mirus

Phone: +49 611 74131-84

E-Mail: alexandra.mirus@ffpr.de