

PRESS RELEASE

(Hösbach/Germany, March 2, 2005)



ASC Hires Dr. Gabriele Nowatzky as Business Development Manager for Contact Center Solutions

Hösbach/Germany, March 2, 2005 – ASC (www.asctelecom.com), a leading provider of performance improvement solutions for contact centers, financial institutions, and public safety and government organizations, today announced the appointment of Dr. Gabriele Nowatzky as Business Development Manager for Contact Center Solutions. She will serve as the head of ASC's contact center division and report directly to the Chairman and CEO of ASC, Günther Müller.

Dr. Nowatzky entered the Call Center business in 1995 when she joined AT&T, shortly after they expanded Europe. She stayed with the company and their spin-offs Lucent Technologies and Avaya and held various positions starting from direct sales, pre-sales and partner management. Finally she was heading the Business Development Department and focused on introducing new Avaya product lines (IP telephony, CRM Portfolio or SMB solutions) into the the German market.

Günther Müller, Chairman and CEO of ASC, said, "Gabriele Nowatzky will further strengthen our growth as the leading provider for the contact center market. Her record is extremely distinguished, and I look forward to working with her."

Previously, Dr. Nowatzky pursued a career in cultural anthropology, working for five years as an archaeologist for the County of Verden. She received a Masters (specialized in North American archaeology) from the University of Munster in 1981 and Ph.D. from the University of Hamburg in 1988.

About ASC

ASC is a leading global provider of integrated communications recording and performance improvement solutions for contact centers, financial institutions, and public safety and government organizations. With more than 40 years experience in the communications industry, ASC has over 20,000 installations in more than 60 countries.

Focused on quality, liability and risk management, ASC's communications recording solutions preserve, evaluate and analyze all customer interactions by telephone (including VoIP), fax, e-mail, web chat / browsing and desktop computer activity in both traditional and Web-based environments.

ASC's quality monitoring solutions improve the performance of contact center agents and the entire customer experience. The browser-based products are easy to access, use and deploy, and increase productivity and customer loyalty while decreasing staff turnover and security risks.

With subsidiary companies in the United States, United Kingdom, France, Switzerland, The Netherlands and Singapore, and selected distribution partners, ASC integrates with leading providers including Alcatel, Avaya, Avaya-Tenovis,



Cisco, MITELE, NEC, Nortel and Siemens, allowing customers to easily implement ASC solutions in almost every environment.

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