

PRESS RELEASE

(Hoesbach/Germany, May 10, 2010)



New Executive at ASC

- **Juergen Veith named Chief Operating Officer**
- **Company maintains above-average growth**
- **Investment in new software products and markets**

Hoesbach, May 10, 2010 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced the appointment of Juergen Veith as its Chief Operating Officer. His responsibilities include the implementation of ASC's global growth strategy.

ASC continues to increase its investments in new software products, distribution channels, international markets and staff. Juergen Veith brings extensive international management experience to ASC, including his previous position as CEO of TECOSIM Venture GmbH, a global software and engineering service supplier with 240 people in offices throughout Europe and Asia. He played a pivotal role in establishing subsidiaries for the company in United Kingdom, Japan and India.

Guenther Mueller, Chairman and Chief Executive Officer of ASC, said, "Juergen brings to the table exactly what we need at ASC. Our continuing growth requires international experience, and our customer-centric focus will benefit from someone who is knowledgeable about expanding service support to new areas."

Juergen Veith served at TECOSIM for 16 years in a variety of positions, including project manager and Chief Technology Officer, before becoming Chief Executive Officer of its German headquarters in Ruesselsheim in 1999.

As CEO, he restructured the company several times to keep the culture and approach encouraged since its founding as a dynamic start-up. Mr. Veith remains as Chairman of its supervisory board.

An electronic photo of Juergen Veith is available at <http://www.asctelecom.com/english/management.html>.

Consistent above-average growth

Since many years ASC is experiencing double-digit growth in all its target markets – primary for contact centers, its main focus, but for financial institutions and public safety organizations as well.



“Our company achieved outstanding results and a solid foundation to continue our strong growth in the future. In the process, we are observing significant changes in our field and are adapting to gain additional market shares,” added Mr. Mueller.

ASC sees its future in the fast growing market of business process optimization, a technology including the technologies of recording, quality monitoring, eLearning, speech analytics and workforce management. Today, more than 70 percent of ASC's revenues come from these trend-setting software solutions and related services.

New subsidiaries in growth markets

In addition to its well-established subsidiaries in Germany (headquarters in Hoesbach), France, Switzerland, Singapore, UK and the USA, ASC opened new offices in Dubai, Japan and Poland as well as a research & development center in Saarbrücken (Germany).

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, *INSPIRATION_{pro}* 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, UA Emirates, UK and USA 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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