

PRESS RELEASE

(Hoesbach/Germany, January 14, 2005)



ASC's UK Business Receives a Double Boost to Start 2005

Establishment of ASC telecom UK Ltd. and agreement with a major new Partner

Hoesbach/Germany, January 14, 2005 – ASC (www.asctelecom.com), a leading provider of performance improvement solutions for contact centers, financial institutions, and public safety and government organizations, is pleased to announce that its UK operations have received a double boost to start the year 2005. In a two pronged approach ASC telecom UK Ltd has been established in the South of England and an agreement has been reached with a major new Partner, Business Systems Ltd in London.

Günther Müller, Chairman & CEO of ASC: "This commitment by ASC to the establishment of both daughter companies and key independent partners is a further example of the Company's determination to grow in both direct and indirect sales in the principal markets of the world."

ASC telecom UK is staffed by people thoroughly experienced in the Communications Recording industry and will serve to strengthen the Company's presence and customer/partner support capabilities in one of the biggest markets for the Company's extensive product portfolio.

Gordon McKay, General Manager of ASC telecom UK says "This is a significant move towards the establishment of genuine competition to the big names of our industry by a Company committed to growth"

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 Kingdom, United States, France, The Netherlands and Switzerland, and selected distribution partners, ASC integrates with leading providers including Alcatel, Avaya, Avaya-Tenovis, Cisco, MITEL, NEC, NextiraOne, Nortel, and Siemens, allowing customers to easily implement ASC solutions in almost every environment.

Visit us at www.asctelecom.com

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