

NEWS FLASH

(Hoesbach/Germany, February 18, 2009)



ASC Approved as New Member of the Cisco Industry Solutions Partner Network (CISPN)

**Global initiative to introduce Cisco channel partners to
business application developers and industry experts**

Hoesbach/Germany, February 18, 2009 – ASC has been approved as a new member of the Cisco Industry Solutions Partner Network (CISPN). CISPN will foster collaboration among Cisco channel partners, application developers, hardware and device manufacturers, and industry experts.

Cisco channel partners may earn up to 54 percent in product discounts for registered solutions and will be encouraged by CISPN to develop them for industry-specific purposes.

As a certified Cisco partner, ASC will participate in joint business planning workshops and receive training in many different fields. Its executives and engineers will learn about industry applications and consult with developers by using the Cisco Partner Space. Conversely, they will also be able to influence business decision makers within the customer organization.

Other benefits include eligibility for a joint marketing fund, participation in demand-generation programs, and recognition as a CISPN member on Cisco.com.

About ASC

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal vital 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, obtain legal protection and reduce costs. First responders and public safety organizations enhance reactivity in emergency situations; therefore, ASC provides an important contribution to public safety.

Internet www.asctelecom.com