

PRESS RELEASE

(Hoesbach/Germany, January 12, 2007)



ASC Receives *Customer Inter@ction Solutions*[®] Magazine's 2006 Product of the Year Award

MARATHON EVOlite Honored for Outstanding Innovation

Hoesbach/Germany, January 12, 2007 – ASC (www.asctelecom.com), a leading global provider of innovative solutions that comprehensively record, analyze and evaluate communications, announced today that MARATHON EVOlite has received a 2006 Product of the Year Award from Technology Marketing Corporation's (TMC[®]) *Customer Inter@ction Solutions*[®] magazine (www.cismag.com). *Customer Inter@ction Solutions* has been the leading publication covering CRM, call centers and teleservices since 1982.

MARATHON EVOlite provides a tailored communications recording solution for any type of business by combining selective, rules-based, bulk and record-on-demand solutions. The system helps financial organizations comply with strict regulatory requirements for the recording of phone, VoIP and radio conversations, and uses hot-swap mirrored hard disks for optimal data security. Contact centers may record agent phone calls and screen activities for superior quality monitoring.

"We are proud of our award from *Customer Inter@ction Solutions* because it affirms ASC's business strategy, "leadership in technology through innovation," said Michael Sauer, Vice President Operations at ASC.

The world's first Linux-based communications recorder, MARATHON EVOlite provides reliability and flexibility in a cost-effective scalable solution specially designed for small and medium sized organizations with up to 60 phone lines or companies with multiple locations.

The new version of MARATHON EVOlite offers hybrid recording (VoIP and TDM) and online storage up to 175,000 hours, and is compatible with IOMEGA or DVD-RAM drives for long-term archiving. It comes in a convenient rack-mountable 19" chassis.

"*Customer Inter@ction Solutions* is proud to bestow ASC with a 2006 Product of the Year Award. Each year, *Customer Inter@ction Solutions* magazine recognizes companies that have demonstrated excellence in technological advancement and application refinements," said Nadji Tehrani, Executive Group Publisher and Editor-in-Chief of *Customer Inter@ction Solutions*. "ASC has proven they are committed to quality and excellence in solutions that benefit the customer experience as well as ROI for the companies that use them. I am pleased to honor their hard work



and accomplishments and look forward to more innovative solutions from them in the future.”

The Product of the Year Award winners for 2006 will be featured in the January and February 2007 issues of *Customer Interaction Solutions* magazine.

For more information about the 2006 Product of the Year Awards or any of the TMC media properties, please visit www.tmcnet.com.

About ASC

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

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 can be evaluated to foster a continuous improvement process.

With subsidiaries in the United States, the United Kingdom, France, Switzerland, Hong Kong and Singapore, and certified and powerful distribution partners, ASC's ambitious projects span more than 60 countries. Its global service network guarantees availability and prompt response to client inquiries.

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 turnover is re-invested in research and development.

About TMC

Technology Marketing Corporation (TMC) publishes four print publications: [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [SIP Magazine](#) and [IMS Magazine](#). [TMCnet](#), TMC's Web site, is the leading source of news and articles for the communications and technology industries. Ranked in the top 2,600 sites in the world by [alexa.com](#)*, TMCnet serves more than one million unique visitors each month. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces [INTERNET TELEPHONY Conference & EXPO](#), [The VoIP Developer Conference](#), [VoIP Demo](#), [IMS Expo](#) and [Call Center 2.0 Conference](#). TMCnet.com publishes more than 15 topical online newsletters. For more information about TMC, visit www.tmcnet.com. (*alexa.com is an [amazon.com](#) company that ranks Web sites by their traffic levels. Neither alexa.com nor amazon.com is affiliated with TMCnet.)

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