

PRESS RELEASE

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ASC Japan and Daiwa Institute Join in Global Partnership to Distribute ASC`s Solutions

Tokyo, Japan, October 20, 2010 – ASC Japan Inc. has concluded a global partnership agreement for distribution of ASC`s communications recording solutions with Daiwa Institute of Research Business Innovation (Daiwa), a Japanese system consulting and integration company (headquarters: Chuo-ku, Tokyo; CEO: Takahi Fukai).

Daiwa provides business systems for financial institutions such as securities firms, banks and investment consulting companies. Daiwa is experiencing rising demand for ICT solutions and integrated business systems to provide enhanced customer service while still meeting high security standards.

Both companies focus on trouble free operation and redundancy which is crucial for compliance and protection from liability in the financial industry. ASC solutions have been installed by some of the largest financial organizations in the Asian region and worldwide.

ASC`s Japanese subsidiary is located in Tokyo and represents the culmination of a long emphasis on Japan by ASC. Japan, one of the largest markets in Asia, is experiencing a rapid growth in the financial sector, in the contact center segment and with public safety organizations, three strong areas of competence of ASC globally.

Guenther Mueller, Chairman & CEO of ASC headquarters. said: "Our products made in Germany provide highly reliable and robust communications recording solutions with rapid and user-friendly search-and-replay capabilities. We are proud that Daiwa has evaluated and approved ASC`s sophisticated solutions. The new contract will help us to offer our solutions throughout the region."

Daiwa Institute of Research Business Innovation

Daiwa Institute of Research Business Innovation provides information system applications, consulting for IT strategy and systems integration including configuration and structural support for large-scale core computer systems. It also provides data center services for systems operation, administration, integration and upgrades.



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 all over the world. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.

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