

PRESS RELEASE

(Hoesbach/Germany, January 13, 2010)



ASC to Open New Branch in Dubai, UAE

Hoesbach/Germany, January 13, 2010 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will open a new branch in Dubai, United Arab Emirates, on February 1, 2010, at the Dubai Silicon Oasis Authority (DSOA), headquarters building, Suite A 206-1. The local representative office will support increased Middle East business and improve sales in the region by providing superior customer support.

Viney Kapoor, Business Development Manager for ASC, was appointed to head the office. He has an extensive background in corporate sales, telecommunications and electronics and has an excellent knowledge of the region, including five years working for the largest systems integrator in Bahrain.

Mr. Kapoor's experience includes a BE in electronics, a post-graduate degree in marketing and more than 10 years in fields such as CRM; sales service and forecasting; corporate, channel and government sales; business development; team management; and inventory control. He has previously supported enterprise solutions including wireless products, satellite systems and voice recording solutions.

Marc Wildner, Sales Director International at ASC's headquarters, said, "We have already developed many close business relationships with partners and customers in the Middle East, and our new office will improve customer contact and technical support. Viney brings a proven track record of achieving ROI profitability and client satisfaction, and we look forward to working together closely as a team for our customers."

ASC will use the new branch to promote and service its communications recording and quality monitoring solutions for contact centers, financial institutions and the public safety sector. The company has recently released new versions of *EVO_{ip}*, a sophisticated VoIP recording solution with improved protection of customer data; and *INSPIRATION_{pro}*, quality monitoring software with customized agent feedback, an eLearning module and speech analytics.



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 Great Britain, France, Poland, Switzerland, Dubai (UAE), the United States, Japan and Singapore as well as certified, powerful distribution partners realize ambitious customer projects in more than 60 countries. An export quota of almost 70 percent, together with its worldwide service network, makes ASC a powerful global player.

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