

PRESS RELEASE

(Hoesbach/Germany, March 27, 2007)



ASC Realigns with a Renewed Focus on North America

Opens New Headquarters with New Management and Staff

Hoesbach/Germany, March 27, 2007 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced a realignment and renewed focus on North America by opening a central headquarters in Mahwah, New Jersey, and staffing it with new management, technical experts and support personnel.

ASC appointed Jim Thompson as Vice President of Sales, North America. He will oversee all company operations and personnel in the United States and will receive technical support from senior engineers appointed to assist him.

ASC will focus on its rapidly growing contact center and public safety markets in North America and will tout its latest state-of-the-art solutions for VoIP recording and speech processing. The company will emphasize rapid response for current clients and effective marketing to new ones.

Thompson will coordinate the revamped setup from ASC's new headquarters in Mahwah, New Jersey. His 25-year career in communications recording will provide guidance to employees and clients alike.

Guenther Mueller, Chairman and CEO of ASC telecom AG, said, "We are excited about the potential for our new North American headquarters and look forward to a fresh exchange of ideas with Jim and his staff. We expect our new focus on the region will yield benefits for our entire organization."

Thompson added, "It's an honor to work for a firm with over 40 years of communications experience and still on the cutting edge of new product development. I look forward to conveying our expertise throughout North America."

For more information, email jthompson@ascamerica.com, write ASC, 1 International Boulevard, Suite #623, Mahwah, NJ 07495, call 201-252-3001 or visit www.ascamerica.com.

About ASC

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



With ASC software, 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 may be evaluated to foster a continuous improvement process.

“Leadership in technology through innovation” is a guiding principle that perfectly describes ASC’s current scope of activities. Today, the company generates more than 50 percent of its revenues with innovative software solutions.

With subsidiaries in the United States, the United Kingdom, France, Switzerland and Singapore, and certified and powerful distribution partners, ASC’s ambitious projects span more than 60 countries. An export quota of almost 70 percent, together with its worldwide service network, makes ASC a powerful global player.

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 revenues are re-invested in research and development.

For more information, contact:

ASC telecom AG • Seibelstrasse 2 - 4 • 63768 Hoesbach • Germany
Contact: Katrin Henkel, PR & Communications
Phone: +49 6021 5001-264
Fax: +49 6021 5001-310
E-Mail: k.henkel@asc.de
Internet: www.asctelecom.com