

PRESS RELEASE

(Hoesbach/Germany, January 11, 2005)



ASC Receives "Product of the Year" Award for 2004

ASC's VoIP Recording Solution EVOip Honored for Outstanding Innovation by Customer Inter@ction Solutions® Magazine

Hoesbach/Germany, January 11, 2005 – ASC (www.asctelecom.com), a leading provider of performance improvement solutions for contact centers, financial institutions, and public safety and government organizations, announced today that Technology Marketing Corporation (TMC®)'s *Customer Inter@ction Solutions*® magazine (www.cismag.com) has named EVOip as a recipient of a 2004 Product of the Year Award. *Customer Inter@ction Solutions* has been the leading publication in the CRM, call center and teleservices industries since 1982.

EVOip, a Voice over IP (VoIP) communications recording solution, has been chosen by top financial institutions and business organizations who must include the increasing number of IP calls in bulk recording situations, both for legal compliance and protection from liability or elect to record them selectively for quality monitoring. The product categorizes IP calls by selected parameters such as date, start/end time, call duration, channel or IP address; and then stores them on the company's server. EVOip's browser-based graphic interface allows users to easily play back, archive or email recordings. The product works with leading IP telephony solutions, supports enterprise-wide applications and is currently tested and approved for Alcatel, Avaya, Cisco, Mitel, NEC, Nortel and Siemens networks.

Günther Müller, Chairman and CEO of ASC, said, "I am proud of our award from *Customer Inter@ction Solutions* because it affirms our company's continuing commitment to excellence and innovation. Every year, we devote 15 percent of our revenues to research & development to meet the most crucial needs of our customers and the marketplace. The importance of VoIP recording for contact centers, and our superior solution, EVOip, provides a prime example of the result."

Nadji Tehrani, Executive Group Publisher and Editor-in-Chief of *Customer Inter@ction Solutions*, said, "Each year, *Customer Inter@ction Solutions* magazine bestows its Product of the Year awards on companies that have demonstrated excellence in technological advancement and application refinements. ASC has demonstrated to the editors of *Customer Inter@ction Solutions* that its products or services have gone the extra mile to help improve both the customer experience and the ROI for the companies that use them."



ASC has designed the product to integrate with its primary communications recording and performance improvement solutions, MARATHON EVOLUTION and INSPIRATION_{pro}. EVO_{ip} also supports other hybrid applications where a customer is adding VoIP capability to an existing PBX system. Thus, companies may easily expand their operations into VoIP telephony at a minimum cost without losing any of their previous capabilities.

The Product of the Year Award winners for 2004 will be published in the January 2005 issue of *Customer Inter@ction Solutions* magazine.

About TMC®

Celebrating more than 30 years as a leading publisher, Technology Marketing Corporation (TMC®) publishes *Customer Inter@ction Solutions*® and *INTERNET TELEPHONY*® magazines, Web portal TMCnet.com, and the online publications SIP™, Speech-World™, VoIP Developer™, WiFi Telephony™, WiMAX™, Alternative Power™ and BiometriTech™. TMC® is also the first publisher to test new products in its own on-site laboratories, TMC® Labs. TMC® produces INTERNET TELEPHONY® Conference & EXPO, VoIP Developer Conference™ and Global Call Center Outsourcing Summit™. TMC offers live and online certification programs through TMC University. TMCnet.com publishes more than 14 online newsletters. Visit www.tmcnet.com for details.

About ASC

ASC is a leading global provider of integrated communications recording and performance improvement solutions for contact centers, financial institutions, and public safety and government organizations. With more than 40 years experience in the communications industry, ASC has over 20,000 installations in more than 60 countries.

Focused on quality, liability and risk management, ASC's communications recording solutions preserve, evaluate and analyze all customer interactions by telephone (including VoIP), fax, e-mail, web chat / browsing and desktop computer activity in both traditional and Web-based environments.

ASC's quality monitoring solutions improve the performance of contact center agents and the entire customer experience. The browser-based products are easy to access, use and deploy, and increase productivity and customer loyalty while decreasing staff turnover and security risks.

With subsidiary companies in the United States, France, The Netherlands and Switzerland, and selected distribution partners, ASC integrates with leading providers including Alcatel, Avaya, Avaya-Tenovis, Cisco, MITEL, NEC, NextiraOne, Nortel and Siemens, allowing customers to easily implement ASC solutions in almost every environment.

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