

PRESS RELEASE

For immediate release



ASC MARATHON EVOLUTION AWARDED PRODUCT OF THE YEAR BY CUSTOMER INTER@ACTION SOLUTIONS® MAGAZINE

MARATHON EVOLUTION, ASC's latest communications recording solution, has been selected for this prestigious award for its flexibility and innovation

Hoesbach (Germany), February 12, 2004 - ASC, a leading global provider of integrated communications recording and quality monitoring solutions for contact centers, financial institutions, public safety and government organizations, has been honored with the 2003 "Product of the Year" award for MARATHON EVOLUTION, the world's first Linux-based communications recording platform, by Technology Marketing Corporation (TMC™)'s Customer Inter@action Solutions® magazine.

MARATHON EVOLUTION is a completely new generation of recording solutions that captures all customer interactions of voice, VoIP, fax, e-mail and desktop computer activity in both traditional and Web based environments. It is the only communications recording solution today that allows contact centers to future-proof their investment in both technology and people, by selecting the exact level of functionality to meet their current operational and budgetary requirements, and enabling the addition of extra features to satisfy future business needs as and when they arise.

"ASC has received the Product of the Year Award because they have demonstrated to have gone the extra mile to help improve both the customer experience and the ROI for the companies using their products." said Rich Tehrani, TMC President and Editor-in-Chief of Customer Inter@action Solutions®.

MARATHON EVOLUTION has been specifically designed to address growth and change in a flexible, painless and cost-effective way. Fully integrated Quality Monitoring capabilities including agent evaluation, reporting and screen capture can be added as and when required through INSPIRATIONpro, ASC's browser-based quality and performance monitoring solution. INSPIRATIONpro enables contact centers to assess the quality of their customer interaction, identify training needs, spot new business opportunities and leverage the quality of their people for competitive advantage.



“We are delighted to receive this outstanding industry recognition that endorses once more what our customers are saying about MARATHON EVOLUTION.” Commented Guenther Mueller, Chairman and CEO of ASC. “Its technical innovation coupled with its ability to future-proof our customers’ investment makes MARATHON EVOLUTION the perfect choice for any communications recording needs”.

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About ASC

ASC is a leading global provider of integrated communications recording and quality monitoring solutions for contact centers, financial institutions, public safety and government organizations, with nearly 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 provide recording, evaluation and analysis of all electronic communication and interaction of 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 effectively capture, evaluate and improve the performance of contact center interactions and the quality of 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, customer defections and security risks.

With operations in the United States, Great Britain, France, The Netherlands, Switzerland and selected distribution partners, ASC operates in more than 60 countries worldwide. ASC’s integration partners include leading providers such as Alcatel, Avaya, MITEL, NEC, Nextira One, Nortel, Siemens and Tenovis, allowing customers to easily implement ASC solutions in almost every environment.

Additional information about ASC and its complete product line can be accessed on the World Wide Web at <http://www.asctelecom.com>

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