

PRESS RELEASE

(Hoesbach/Germany, October 6, 2009)



Guenther Mueller, CEO of ASC, has been awarded "Entrepreneur of the Year 2009"

Ernst & Young Commends His Exemplary Corporate Dedication



Hoesbach/Germany, October 6, 2009 – Guenther Mueller, Chief Executive Officer of ASC telecom AG (www.asctelecom.com) in Hoesbach, Germany, has been awarded "Entrepreneur of the Year 2009" in the category Information and Communication Technology.

Mr. Mueller said, "I feel honored and very proud to receive this prestigious award, but it primarily reflects on ASC and its extraordinary innovative power. Everyone in our organization contributed to this result both as individuals and as a team dedicated to providing superior customer-centric solutions."

After selecting 77 finalists from more than 300 nominations, a jury of prominent economic experts selected Entrepreneurs of the Year in five categories: Industry, Commerce, Service, Information and Communications Technology, and Start-Ups. The award ceremony took place at the famous "Old Opera House" in Frankfurt, Germany, on October 2, 2009.

Lothar Spaeth, Senior Adviser of Merrill Lynch, and one of the judges, noted that the decision was a difficult one. "The winning companies convinced us with their innovative strengths and their well-focused business models ... they competed internationally and took the lead."

Wolfgang Glauner, Promoter and Project Leader of the contest, added: "The winners convinced the jurors with clear double-digit growth rates and through their dedication to social and ecological projects."

The award committee cited Mr. Mueller for his outstanding entrepreneurial dedication, readiness to assume a risk, courage and sense of responsibility. From 2007 to 2008, his company increased its revenues by 17.2 percent and its employees by 11 percent.

Mr. Mueller concluded, "Despite the worldwide financial crisis, ASC made contra-cyclical investments by increasing its staff for sales and marketing and emphasizing research and development. As a result, we expect to continue our strong growth rates for 2009."

Ernst & Young organizes its “Entrepreneur of the Year” contest to recognize key contributors to the international business community. Its nominees must pass a rigorous, multi-level selection process prior to the award ceremony. An independent panel of industry leaders finally chooses one winner per category.

The independent jury consists of the following persons:

- Prof. Dr. h.c. Lothar Späth, Prime Minister (retired), Senior Advisor Merrill Lynch
- Prof. Dr.-Ing. habil. Prof. e.h. mult. Dr. h.c. mult. Hans-Jörg Bullinger, President “Fraunhofer-Gesellschaft“
- Prof. Dr. Dr. h.c. mult. Wolfgang Franz, President „ZEW Zentrum für Europäische Wirtschaftsforschung GmbH“
- Dr. Patrick Adenauer, President “Die Familienunternehmer – ASU e.V.“
- Prof. Dr. Dr. h.c. mult. August-Wilhelm Scheer, Founder “IDS Scheer AG“
- Bettina Würth, Advisory Board Chairwoman “Würth-Gruppe, Adolf Würth GmbH & Co.KG“
- Dr. Loretta Würtenberger, Partner “Fine Art Equity GmbH & Co. KG“

For further information, please don’t hesitate to visit <http://www.de.ey.com>

Award Ceremony:



From left to right: Wolfgang Glauner, Ernst & Young, Organisator Promoter and Project Leader of the contest – Günther Müller, CEO of ASC, Laudator Dr. Gottfried Greschner, init - innovation in traffic AG

All Entrepreneurs of the Year 2009:



From left to right.: Wolfgang Glauner (Ernst & Young), Fred Jung, Matthias Willenbacher (juwi Holding AG); Günther Müller (ASC telecom AG); Mark Zimmermann (Infomotion GmbH); Professor Silvia Roth, Dr. Dietmar Roth, Dr. Bernd Rau, (Roth & Rau AG); Udo Möhrstedt (IBC Solar AG), Dr. Herbert Müller (Ernst & Young).

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, 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.



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