

PRESS RELEASE

For immediate release



ASC Wins 2004 ContactCenterWorld.com Members' Choice Award for Best Recording / Quality Monitoring Solution

ContactCenterWorld.com Honors Best in the Industry

Hörsbach (Germany), 2nd March, 2004 – ASC (www.asctelecom.com), a leading provider of performance-improvement solutions for contact centers, financial institutions, public-safety and government organizations, has won the ContactCenterWorld.com Members' Choice Award for Best Recording/Quality Monitoring Solution for its latest Communications Recording solution MARATHON EVOLUTION and the integrated Quality Monitoring Software INSPIRATION^{pro}.

Unlike other awards in the industry, there was no judging panel involved. The winners were voted for by real users and the prizes, based on the quality of users' comments rather than on the number of votes received, went to those who scored exceptionally high marks across a number of areas that are important to customers.

Günther Müller, Chairman & CEO of ASC said, "We are honored to be recognized by ContactCenterWorld.com and are particularly pleased by the positive response by our users, those who know us best. The award reflects on our ability to tailor our solutions to each client's needs and the quality of our technical support after implementation."

MARATHON EVOLUTION, a completely new generation of recording solution, captures all types of customer interactions including voice, VoIP, fax, e-mail and desktop computer activity in both traditional and Web-based environments.

INSPIRATION^{pro} provides fully integrated quality monitoring and agent evaluation capabilities. It helps evaluate customer interactions, highlight the strengths and weaknesses of agents, and aids quality-assurance personnel in making informed decisions to improve overall contact center performance.

Ray Wadhvani, Editor-in-Chief of ContactCenterWorld.com, added, "For the second year, we are delighted to have the honor of announcing the best of the best in the industry. These winners all deserve their awards, they stood out from a very



crowded market and were open to feedback from their customers in a truly fair and unbiased way."

ContactCenterWorld.com, with over 72,000 corporate members, 40 percent at a senior executive level, provides online services to the contact center industry around the world. Its web site attracts 7,500 unique visitors every day for its editorial content, advertising and networking.

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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 subsidiary companies 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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