

PRESS RELEASE

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Fourteen Swiss Cantonal Banks Select ASC

Regional Institutions with Independent Infrastructures Use EVO^{ip} and MARATHON EVOLUTION to Comply with Security Trading Acts (FINMA)

Hoesbach/Germany, March 7, 2011 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced the implementation of its VoIP recording solution, EVO^{ip}, and hybrid solution, MARATHON EVOLUTION, in 14 of 26 Cantonal Banks, and their compliance with Switzerland's Security Trading Acts (FINMA). Additional banks in the Group are considering ASC as well.

Each bank is owned, either 100 percent or in majority, by its home canton (Swiss name for state) and is faced with unique legal and organizational needs, often as a market leader in its own region. The history of the Cantonal Banks goes back more than 100 years extending into the 19th century. Today, with a combined balance sheet total of more than 300 billion Swiss francs, they handle approximately 30 percent of the total banking business in Switzerland.

Guenther Mueller, Chairman & CEO of ASC, said, "We admire the Cantonal Banks for their long history of service to their local communities as well as their social and economic responsibility in offering low-cost loans and secure investment opportunities. Their widespread use of our communications recording technology illustrates their trust in the fail-safe nature of our solutions as well as our own 40 years of background in our field."

ASC was chosen for communications recording, in part, for its ability to integrate with the various infrastructures of the individual banks through certified recording solutions for leading telecommunications providers including Aastra, Alcatel-Lucent, Cisco, Etrali and Siemens.

The example of the Cantonal Bank in Lucerne demonstrates ASC's response to the Group's need for versatility. All trading calls are preserved through integration with the bank's new Siemens Xpert trading platform, and consultant and back-office calls are being recorded via the Alcatel-Lucent telephone system. ASC's regional office in Switzerland is providing timely local service, professional advice and consulting.

Stefan Rast, Manager of the Cantonal Bank in Lucerne, explained, "For us, it was critical to obtain integrated recording solutions for our trading environment and our back-office communications. ASC's ability to meet both these needs as well as



their flexibility in handling multiple infrastructures convinced us of the value and investment protection inherent in their solutions.”

ASC's VoIP recording software, *EVO_{ip}*, captures telephone calls from the network and enables storage, playback and archiving of the entire interaction. It offers the strictest adherence to security requirements, meeting the payment card industry's PCI DSS standards.

MARATHON EVOLUTION, the world's first Linux-based recorder, preserves all transmissions and customer interactions for four to thousands of channels, with a minimum online storage of 15,000 hours. Calls may be played back over LAN/WAN connections and archived to redundant, removable media such as DVD or AIT.

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 France, Germany, Japan, Poland, Singapore, Switzerland, UA Emirates, UK and USA as well as certified, powerful distribution partners realize ambitious customer projects all over the world. An export quota of more than 50 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