



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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ASC Adds New Staff Members to Further Enhance Technical Support Capabilities

MIDDLEBURG HEIGHTS, Ohio, June 13, 2005 – Associated Software Consultants, Inc.

(ASC), a provider of loan automation software to the mortgage industry, announced the addition of two new employees: Niki Dull and Stan Schrembeck.

Dull joined ASC as a technical support specialist for the PowerLender® Support Team where her duties include providing customer support and training for PowerLender, ASC's Java-based loan origination system. Dull previously served as the quality assurance director for Equity Consultants, a Cleveland-based mortgage broker and lender.

Schrembeck serves at ASC as a project support analyst for the PowerSeller Business Unit, which enables users of the PowerSeller® secondary marketing software to better manage risk and boost profitability. His responsibilities include supporting project managers with training and working as a member of the PowerSeller help desk to assist clients. Prior to joining ASC, Schrembeck served as assistant vice president of Key Bank, (Cleveland) where he led the bank's secondary marketing team.

"With their expertise within the lending industry, Dull and Schrembeck are valuable to both ASC as well as our customers," said Tim Liston, president of ASC. "Their knowledge of the loan origination and secondary marketing processes enables ASC to further enhance customer service and help our customers to more effectively originate and process new loans."

PowerLender is compatible with any of the popular database programs commonly used, such as Oracle, MS SQL or MySQL because it is written in Java. This feature makes the software easier to integrate with other systems and more capable of adapting to emerging technological changes. PowerSeller enables secondary marketing teams to manage risk more effectively using fallout analysis, trade management features and best execution and delivery pooling capabilities.

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About ASC

Associated Software Consultants, Inc. (ASC) designs and markets loan automation and secondary marketing software for use by mortgage banks, commercial banks, community banks and credit unions. ASC's business strategy focuses on providing software and support services that enable lenders to improve the volume and quality of their business, streamline workflow and reduce costs. The company's lending solutions enhance primary and secondary mortgage operations, improve overall profitability and better serve borrowers, investors, real estate brokers, third-party service providers and other constituents.

For additional information about ASC, visit the company's Web site at www.asconline.com.

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