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Associated Software Consultants' Secondary Marketing E-Book Downloaded 400 Times by Mortgage Industry Professionals

MIDDLEBURG HEIGHTS, OH, November 11, 2008 - Associated Software Consultants, Inc. (ASC), a leading provider of loan automation and secondary marketing software solutions, announced today that downloads of its e-book entitled, "From Best Efforts to Performance Hedging", have reached the 400 mark. Available at ASC's Web site, this informative e-book details strategic approaches to improving secondary marketing performance by using the proper software tools.

The e-book, also available in print, highlights ASC's PowerSeller® Secondary Marketing and Risk Management System to demonstrate how lenders can effectively incorporate technology to improve their performance, be it best efforts or mandatory delivery. Divided into nine chapters, the e-book covers relevant topics such as: Managing the fundamental risk of data quality; pooling basics; performance driven pricing; and determining the cost of hedging.

The goal of the e-book is to help lenders better understand how they can leverage technology to create more efficient secondary marketing processes that will help them compete in today's challenging mortgage environment. "We are excited our e-book has been so well received by hundreds of mortgage industry professionals," said Greg Crosby, Director of Secondary Marketing Software at ASC. "The e-book offers them valuable information about how to most effectively participate in the secondary market using approaches with which they are most comfortable," said Crosby.

For more information about ASC's "From Best Efforts to Performance Hedging," please visit www.powerseller.com.

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 and other constituents.

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

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