



NEWS RELEASE

7251 Engle Road Suite 300 Middleburg Heights, Ohio www.asconline.com 800-628-4687 info@asconline.com

FOR IMMEDIATE RELEASE

CONTACT: Paul Fikaris, ASC
(800) 628-4687
fikarisp@asconline.com

ASC to Present at Upcoming Secondary Conferences

MIDDLEBURG HEIGHTS, OH – January 21, 2009 - Associated Software Consultants, Inc. (ASC), a leading provider of loan automation and secondary marketing software solutions, announced today that its company executives will be presenting at two upcoming secondary marketing conferences being held in February. First, the company will present at the Texas Mortgage Bankers Association's 2009 Southwest Secondary Marketing Conference and then, at the Mortgage Bankers Association of Florida's 2009 Eastern Secondary Market Conference. ACS plans to speak on pressing secondary marketing topics that will help industry professionals forge ahead in the current market.

On February 13, 2009 at 9:00 a.m., Gregory Crosby, Director of Secondary Marketing Software at ASC, will present a session on how to "Survive and Thrive in the Current Mortgage Banking Market." Attendees of this presentation will come away with an understanding of how to identify the trends and dynamic elements that are reshaping the market as a result of what has transpired over the past years. Attendees will learn more about what investors are looking for and what characteristics mortgage banking groups must exhibit to attract them. Further, attendees will learn how to create a group that is aware of recent market changes and can successfully adapt to them.

Starting at 8:30 a.m. on February 18, 2008, Jay McKee, Client Services Manager at ASC, and Elizabeth Cavanna, Managing Partner of Peak Performance Resources, will present "The Best Ways to Sell Loans in Today's Market." The presentation will highlight the various approaches for selling loans that are favored by mortgage bankers in today's market.

About Peak Performance Resources

Peak Performance Resources, Inc. is a strategic partner of ASC that can help you in evaluating your current secondary operation, including personnel, processes, procedures and practices. The company analyzes sales execution and recommends changes that will improve your bottom

line. Working together, ASC and Peak Performance Resources integrate ASC's PowerSeller® Secondary Marketing and Risk Management System in a model that will improve both process and loan sales execution results.

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.

###