



NEWS RELEASE

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Associated Software Consultants Expands Their Performance Workshop Series *- Educates lenders about managing secondary marketing and boosting profitability -*

MIDDLEBURG HEIGHTS, Ohio, Jan. 3, 2007 - Associated Software Consultants, Inc. (ASC), a provider of loan automation software to the mortgage industry, announces that it has expanded its Performance Workshop series for 2007 to include pooling, hedging and advanced support. The first workshop is slated for Jan. 15 in Jacksonville, Fla. at the Sawgrass Marriott Spa & Resort.

The workshop is the fourth in ASC's PowerSeller® Performance Workshop series. These free, 45-minute sessions are designed for secondary marketers, CFOs, risk managers, owners, presidents and those charged with risk oversight. Greg Crosby, ASC's secondary marketing business unit manager, will conduct the workshop.

Since joining ASC in 1997, Crosby has played a key role in developing several software products, including PowerSeller®, ASC's secondary marketing and pipeline risk management software system. Crosby's expertise includes the areas of financial and performance hedging, software development, secondary marketing and commodity and securities portfolio management. He has served as advisor and board member to several companies ranging from service providers to financial conduits.

"The workshop provides an invaluable tutorial for lenders who want to hone their pooling performance, improve their delivery and sale of loans and adequately understand influences behind any hedging decision," said Crosby. "The comprehensive workshop series will assist attendees in realizing the value of a robust secondary marketing system and will offer critical tips on how to improve performance from the ground up."

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More workshop sessions for are being scheduled for Texas and Atlantic City, with more to follow. For more information about the workshop series or to sign up, please contact Leanne Clawson at 800-628-4687 x123.

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, 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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