



NEWS RELEASE

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Associated Software Consultants Hosts First Performance Hedging Workshop
- Provides tips for secondary marketing professionals to boost profitability -

MIDDLEBURG HEIGHTS, Ohio, Sept. 7, 2005 - Associated Software Consultants, Inc. (ASC), a provider of loan automation software to the mortgage industry, conducts its first workshop on performance hedging in Pleasanton, Calif. on Sept. 13 at the Four Points By Sheraton Pleasanton.

The workshop kicks off ASC's PowerSeller Performance Hedging Workshop Series, which is held to educate lenders about managing secondary marketing risk and boosting profitability. The workshop will be conducted by Greg Crosby, ASC's secondary marketing business unit manager. The topics to be discussed by Crosby include: how to analyze risk and decide how much risk secondary marketing teams should accept; how to measure exposure to risk; scaling operations to better adapt to changes in loan production volume; managing the opportunities, risks of delivery execution and pipeline quality.

Crosby has been with ASC since 1997 and played a pivotal role in developing PowerSeller®, ASC's secondary marketing and pipeline risk management software system. Crosby also has many years of experience in the fields of financial and performance auditing, construction and design of financial conduits and risk assessment systems.

"These workshops are practical educational tools that help lenders realize the value of a robust secondary marketing system," said Crosby. "Attendees have the opportunity to gain insight into methods and practices that will help them be more competitive and profitable."

For more information about the workshop series or to sign up, please contact Leanne Clawson at 800-628-4687 x123.

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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.