



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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**Associated Software Consultants Hosts Performance Hedging Workshop**  
*- Workshop educates lenders to manage data more efficiently, boost profitability -*

**MIDDLEBURG HEIGHTS, Ohio, Jan. 10, 2005** - Associated Software Consultants, Inc. (ASC), a provider of loan automation software to the mortgage industry, conducts its next workshop on performance hedging in Orlando, Fla. on Jan. 17 at the Sheraton Safari Hotel & Suites in conjunction with the Mortgage Bankers Association of Florida Southeast Secondary Market Conference.

The workshop is the second in ASC's *Performance Hedging Workshop Series*, held to provide lenders with information about managing secondary marketing risk and boosting profitability. Greg Crosby, ASC's secondary marketing business unit manager, leads the workshop and discusses how to measure exposure, evaluate risks and manage opportunities and risk of delivery execution and pipeline quality.

Crosby joined ASC in 1997 and has since played a key role in developing PowerSeller®, ASC's secondary marketing and pipeline risk management software system. Crosby has more than 20 years experience in the mortgage industry as well as the fields of financial and performance auditing, construction and design of financial conduits and risk assessment systems.

"The workshop provides valuable tips for lenders interested in reevaluating their secondary marketing processes and changing the way they do business in the wake of the re-fi boom," said Crosby. "By transitioning from a high volume business to one that focuses on extracting maximum profit from each loan, lenders can maintain their competitiveness, even as the industry slows down."

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](http://www.asconline.com).