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Associated Software Consultants Continues Performance Hedging Workshop Series

- Offers tips and insight to boost profitability for secondary marketing professionals -

MIDDLEBURG HEIGHTS, Ohio, Feb. 15, 2006 - Associated Software Consultants, Inc. (ASC), a provider of loan automation software to the mortgage industry, continues its workshop series on performance hedging in Salt Lake City, Utah on Feb. 22.

The workshop is the third in ASC's PowerSeller® Performance Hedging Workshop series. ASC created the series to educate lenders about managing secondary marketing risk and boosting profitability. Greg Crosby, ASC's secondary marketing business unit manager will conduct the workshop. Topics to be covered during the day include: analyzing risk and deciding how much risk secondary marketing teams should accept; measuring exposure to risk; scaling operations to better adapt to changes in loan production volume; managing the opportunities and risks of delivery execution and pipeline quality.

Since joining ASC in 1997, Crosby has played a pivotal role in developing several software products, including PowerSeller®, ASC's secondary marketing and pipeline risk management software system. Crosby's vast experience covers the fields of financial and performance auditing, construction and design of financial conduits and risk assessment systems. He has served as advisor and board member to several companies ranging from service providers to financial conduits.

"The focus of this workshop series is to help lenders gain insight into methods and practices that will increase profitability and competitiveness," said Crosby. "At the conclusion of the day, attendees will be armed with practical educational tools that will assist them in realizing the value of a robust secondary marketing system."

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.

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