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

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

Associated Software Consultants Launches PowerSeller® GPS

- Helps Mortgage Brokers & Bankers Enhance Secondary Marketing Profitability

MIDDLEBURG HEIGHTS, OH, October 15, 2007 - Associated Software Consultants, Inc. (ASC), announced today the launch of PowerSeller GPS, a technology solution designed to help small to mid-tier mortgage bankers and brokers grow secondary marketing operation profits by streamlining marketing activities, facilitating communication among stakeholders and delivering sizable cost savings.

PowerSeller GPS provides originators with tools to effectively manage existing pipeline and investor commitments. It allows originators to capture key data elements to verify loans are properly priced and ensure that investors are funding loans correctly.

Special features were developed within PowerSeller GPS specifically for mortgage brokers to monitor best effort marketing activities. The monitoring aspect of the solution helps brokers gather the information needed to determine the potential costs and benefits of switching a product line from a best effort commitment approach to a mandatory trading model.

Additionally, PowerSeller GPS comes with support team analysis. PowerSeller Business Analysts help brokers determine the feasibility of converting a business segment from best effort to mandatory. The risk manager now has the edge of having key assumptions such as fallout tendencies and hedge ratios in place before selling a single loan.

“We’re not only providing industry-leading software, we’re providing guidance too – all at an affordable price point,” said Tim Liston, president of ASC. “That combination is key to helping small to mid-tier originators increase their competitiveness in today’s secondary market with minimal risk and maximum performance.”

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By offering several of the features available in the company's comprehensive PowerSeller solution, PowerSeller GPS allows small to mid-tier bankers and brokers to take advantage of a tremendous range of benefits without having to purchase an upfront license. Instead, originators can implement PowerSeller GPS for a monthly fee, significantly reducing start up costs and implementation risk.

As a result, smaller originators can quickly expand their secondary desk capabilities to effectively compete. Should originators require a more robust solution as their secondary operations continue to grow, the upgrade to the complete PowerSeller solution has been expedited.

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.

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