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**Associated Software Consultants Offers Subscription Payment Option for PowerSeller®
Secondary Marketing and Risk Management Solution**

Helps Mortgage Lenders Enhance Secondary Marketing Profitability with Minimal Upfront Commitment

MIDDLEBURG HEIGHTS, OH, August 18, 2008 - Associated Software Consultants, Inc. (ASC), announced today the availability of its PowerSeller® Secondary Marketing and Risk Management System and related training, installation and configuration (TIC) services on a subscription basis. Previously only available through a one-time license fee due upon installation, the system and services can now also be implemented by mortgage lenders with a greatly reduced upfront investment and subsequent quarterly payment commitment. The goal of this new payment alternative is to make it easier for all mortgage lenders to acquire tools that will help them more effectively manage commitment and trading activities.

As part of the PowerSeller subscription payment option, mortgage lenders receive a reduced up-front fee and are able to pay the remainder of the license fee and set-up costs over a three-year (12-quarter) period. Upon completing the third year of payments, users can expect a sizable reduction in the quarterly payments to cover ongoing system support.

“We are very pleased with ASC’s decision to offer PowerSeller on a subscription basis, making the decision to implement the system a very easy one,” said Michael Francis, president of Exmor Capital. “PowerSeller is proving to be truly instrumental in helping us take our secondary market performance to the next level.”

PowerSeller is comprised of four different management modules that can be combined and customized as needed for each lending institution. The primary modules, Data Manager and Secondary Manager provide core secondary marketing functionality. Supplementing these

modules are the Risk Manager and Post Closing Manager modules, which provide users with greater efficiency and scalability through pipeline analysis and document tracking. Users are able to bundle these modules in a variety of combinations to best meet their organizations' needs.

Also part of the new subscription plan, ASC is now offering a Mini-Risk package, which includes a two-year Secondary Manager license and a single Risk Manager seat. Formerly it was necessary to license a four-user Secondary Manager. The Mini-Risk package is offered for a minimal upfront fee and quarterly payment commitment as well, providing lenders with a cost-effective means of managing risk and the opportunity for a quick return on investment.

Regardless of which PowerSeller modules a lender chooses, it also has access to ASC's TIC services with the new subscription plan. The purpose of the TIC plan is to speed deployment by maintaining open lines of communication and facilitating smooth transitions throughout the entire process from installation to live system usage.

"In this challenging mortgage market, ASC is excited to offer a new payment alternative that helps mortgage lenders acquire industry-leading secondary marketing technology without steep upfront costs," said Timothy Liston, president of ASC. "The PowerSeller subscription plan enables mortgage lenders to implement the system and services, maximize their profit potential and experience a return on investment without having to "break the bank," said Liston. "This further demonstrates our commitment to addressing the needs of the mortgage industry with unparalleled flexibility."

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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