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ASSIA Receives Frost & Sullivan's 2011 Global Customer Value Enhancement Award

ASSIA's Software Allows Service Providers to Improve the Performance and Profitability of their DSL Networks

Redwood City, Calif. – February 9, 2011 – ASSIA® Inc., the leading provider of high-performance software tools for Dynamic Spectrum Management (DSM) of Digital Subscriber Line (DSL) networks, today announced that independent research firm Frost & Sullivan has named ASSIA as the recipient of the 2011 Global Customer Value Enhancement Award in High-speed DSL Optimization. Frost & Sullivan's Best Practices research concluded that ASSIA has distinguished itself in the large-scale, high-speed, dynamic management of DSL networks.

"Our Best Practices team performed a rigorous assessment of the leading vendors in the field of High-speed DSL Optimization," said Frost & Sullivan Industry Analyst Olga Yashkova. "This award recognizes ASSIA's exceptional strength in the development and application of advanced DSL management techniques. Most importantly, ASSIA's solutions have generated substantial benefits for their service provider customers by reducing network operating costs and customer churn while simultaneously increasing revenue."

"2010 was a growth year for ASSIA as the company expanded sales into Asia and South America and passed 45 million DSLs under contract," said Dr. John Cioffi, Chairman and CEO of ASSIA. "ASSIA's emphasis on automatic line repair and DSLAM-vendor independence has resonated with DSL service providers. ASSIA is delighted to receive this industry recognition from the Frost & Sullivan Best Practices group and is committed to build on the success ASSIA's customers have enjoyed."

ASSIA builds world-class management systems for DSL service providers. ASSIA's products and services deliver the performance and reliability needed to launch exciting next-generation services such as IP television, faster wireless data transfers to smartphones using broadband, and ultimately 100+ megabits per second (Mbps) service over existing phone lines.

The Award will be presented to ASSIA at Frost & Sullivan's 2011 Excellence in Best Practices Awards Banquet at Marco Island, Florida, on April 12, 2011.

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About ASSIA

ASSIA Inc. is the leading provider of high-performance software tools for Dynamic Spectrum Management of DSL networks. ASSIA's products enable DSL service providers to realize dramatic speed and reach improvements, lowering operating and capital expenses, generating incremental revenue, and opening new business opportunities in the broadband-enabled home. ASSIA has more than 45 million lines under contract worldwide with top-tier service providers and is backed by strategic investors, including AT&T, Mingly China Growth Fund, SFR Development, Sandalwood Partners, Sofinnova Partners, Stanford University, Swisscom Ventures, T-Ventures, and Telefonica. For more information, visit www.assia-inc.com.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages over 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

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