



## PRESS RELEASE

### ASSIA DSL EXPRESSE 2.3 REVOLUTIONIZES THE POWER OF DSL NETWORKS

*The latest release of ASSIA's award-winning solution supports the growth of next-generation services, including IPTV and increased mobility*

**Redwood City, Calif. – May 11th, 2011** - ASSIA® Inc., the leading provider of high-performance Dynamic Spectrum Management (DSM) software tools that are revolutionizing Digital Subscriber Line (DSL) networks, today announced the availability of Release 2.3 of its award-winning product, ASSIA DSL Expresse. New features include fully automated, real-time diagnostics that can integrate with a service provider's IVR for increased customer satisfaction, and that let onsite engineers confirm line fixes; and neighborhood analysis tools with geo-location capabilities to facilitate highly targeted marketing programs and provide improved reporting capabilities. These new features, combined with the powerful DSM capabilities of ASSIA DSL Expresse, can help services providers drive significant additional value from their DSL networks.

ASSIA DSL Expresse 2.3 is now available worldwide, and coincides with recent industry statistics that show the growth of DSL continues to outpace both fiber and cable combined. As service providers respond to increased consumer demand for next-generation services, ASSIA DSL Expresse 2.3 is providing the software management tools to help them keep pace without high capital expenditure.

"TELUS provides a wide range of telecommunication services, including IP data, entertainment and video, designed to ensure our customers have the best possible user experience," said Bob Sinclair, senior engineer at Canada-based TELUS. "ASSIA software solutions for improving the speed and reach of DSL are key enablers, helping give us the broadband DSL performance we need to continue to push the envelope with services such as our flagship Optik™ TV."

With more than 45 million lines under contract, ASSIA has leveraged the success of its DSM solutions to post a compound annual growth rate of more than 70 percent over the past five years.

"ASSIA continues to drive the future of DSL technology with DSL management enhancements that advance next-generation consumer DSL broadband demand," said Dr. John Cioffi, Chairman and CEO. "ASSIA DSL Expresse enables service providers to leverage existing copper infrastructure to supply increasing broadband data rates, enabling IPTV market growth and improving the Wi-Fi/small-cell offloading experience of mobile smartphone customers."

DSL's growth combined with the success of the ASSIA platform-agnostic DSM solution has resulted in ASSIA recently opening an office in China and expanding its worldwide sales organization.

"As bandwidth requirements continue to explode, service providers struggle to deliver these services at the lowest price point possible while delivering the utmost performance and reliability," said David Emberley, research manager at IDC. "ASSIA DSL Expresse 2.3 is providing the software management tools to help service providers keep pace without a high capital expenditure. ASSIA's scalable solution incorporates bonding, vectoring, and DSM techniques that allow communications service providers dramatic, cost-effective results over the existing network."

#### **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](http://www.assia-inc.com).