

BSkyB to Deploy ASSIA's DSL Expresse® Product

Redwood City, California, 15 October 2008 /PR Newswire/

ASSIA announced today that it has reached agreement with British Sky Broadcasting (Sky, www.sky.com), the UK's fastest-growing broadband provider, to deploy ASSIA's DSL Expresse Dynamic Spectrum Management platform in its DSL network. The deployment decision follows a trial of DSL Expresse in the Sky Broadband network.

"Today's exciting announcement with Sky is the first of several upcoming announcements of major new DSL Expresse deployments worldwide," said John Cioffi, ASSIA's Chairman, who continued "The benefits of Dynamic Spectrum Management (DSM) technology are compelling for today's DSL services."

ASSIA's DSL Expresse product is a standards-based, software based DSL management system that improves the performance of DSL service through quality-of-service management based on advanced network performance diagnostics. By automatically and continuously optimizing the performance of DSL circuits, the speed and stability of the DSL service is improved for customers. Expresse is currently operating in various networks to improve the speed and reliability of over 14 million DSL lines, but the Sky implementation is the first in the UK.

"We think Dynamic Spectrum Management tools have significant potential for use in our network and are part of our commitment to offer customers the best possible broadband experience," said Mohamed Hammady, [Director of Sky Network Services](#).

DSM is currently defined by the ATIS DSM Technical Report (ATIS PP-0600007); complementary standardization efforts are underway in the ITU-T and the Broadband Forum.

About ASSIA:

ASSIA, Inc. is the leading provider of high-performance software tools for Dynamic Spectrum Management (DSM) of DSL systems. ASSIA's products manage ADSL1, ADSL2/2+ and VDSL2 networks, improving rates, extending reach, increasing power efficiency, and helping DSL operators to maximize returns on their capital and operating expenditures. ASSIA and Expresse are registered trademarks of Adaptive Spectrum and Signal Alignment, Inc. For more information about ASSIA and its products, please visit the company website at <http://www.assia-inc.com>.