



PRESS RELEASE

ASSIA named Finalist for the 2011 Red Herring Top 100 North America Award

ASSIA CEO and Founder, John M. Cioffi, widely known as the father of DSL, to speak at award forum in Hollywood

REDWOOD CITY, Calif. – May 23rd, 2011 – ASSIA® Inc., the leading provider of high-performance Dynamic Spectrum Management (DSM) software tools that are revolutionizing Digital Subscriber Line (DSL) networks, announced today it has been selected as a finalist for Red Herring's Top 100 North America award. This prestigious list honors the year's most promising private technology ventures from the North American business region, and ASSIA's position as a finalist reflects both the success of its award-winning technology and rapid company growth.

The Red Herring editorial team selected the most innovative companies from a pool of hundreds from across North America. The nominees are evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries.

"DSL provides 70 percent of consumer broadband worldwide, and ASSIA is proud to be recognized by Red Herring for its work in helping Internet service providers increase the speed and reach of their DSL networks," said Dr. John Cioffi, Chairman and CEO of ASSIA. "ASSIA has helped a growing number of customers around the world offer a reliable, high-performance and affordable alternative to fiber and cable. ASSIA's powerful Dynamic Spectrum Management technology supports increasing demand for new IP-based services, such as IPTV, while enabling service providers to leverage existing infrastructure investments."

This announcement comes on the heels of the latest release of ASSIA's flagship product, ASSIA DSL Expresse, and the opening of an office in China. As part of the selection process, Red Herring reviews the actual track record and standing of a company to ensure that the list serves as a valuable instrument for discovering and advocating the greatest business opportunities in the industry.

"This year was very rewarding," said Alex Vieux, publisher and CEO of Red Herring. "The global economic situation has abated, and there are many great companies producing really innovative and amazing products. We had a very difficult time narrowing the pool and selecting the finalists. ASSIA shows great promise and therefore deserves to be among the Finalists. Now we're faced with the difficult task of selecting the Top 100 winners of Red Herring North America. We know that the 2011 crop will grow into some amazing companies that are sure to make an impact."

Dr. Cioffi will be presenting the ASSIA winning strategies at the Red Herring North America Forum in Hollywood, California, June 13-15, 2011. The Top 100 winners will be announced at a special awards ceremony the evening of June 15 at the event.

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.