



PRESS RELEASE

ASSIA Selected as a Red Herring Top 100 North America Tech Startup

Recognized for Outstanding Achievement in Telecommunications

REDWOOD CITY, Calif. – June 16th, 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 it has been selected as a Red Herring North America Top 100 Award winner. The Red Herring Awards honor the most promising new business models in North America, and celebrate these startups' innovations and technologies across their respective industries. Selection is based upon a systematic evaluation by Red Herring staff of both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration.

“Choosing the companies with the strongest potential was by no means a small feat,” said Alex Vieux, publisher and CEO of Red Herring. “After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across North America to the Top 100 Winners. We believe ASSIA embodies the vision, drive and innovation that define a successful entrepreneurial venture. ASSIA should be proud of its accomplishment, as the competition was very strong.”

ASSIA software solutions enable DSL service providers to attain the levels of performance and stability required for next-generation services, such as IPTV, while leveraging existing copper infrastructure. Its flagship product, ASSIA DSL Express®e, helps extend the rate and reach of DSL systems, and is used by major telecommunication service providers around the world to deliver affordable, high-speed broadband services. ASSIA DSL Express is the industry's first DSL management platform to incorporate Dynamic Spectrum Management (DSM) Level 2, a next-generation technology for DSL network optimization, pioneered by ASSIA.

“ASSIA technological innovations are paving the way for 100+ Mbps data services over existing copper infrastructure, and helping service providers respond quickly to consumer demands for the latest high-speed Internet offerings,” said Dr. John Cioffi, Chairman and CEO of ASSIA. “The Red Herring Top 100 award recognizes ASSIA's performance as a leader in the broadband access space, as well as the value ASSIA brings to its customers.”

As ASSIA experiences rapid growth around the world, it joins a prestigious group of leaders and innovators recognized by Red Herring for innovations in their respective fields, including Facebook, Google, Twitter, and Skype.

The award was presented to ASSIA after the Red Herring editorial team narrowed the list down from hundreds of candidates across North America to just 200. The Top 100 winners were then selected after presentations at a recent award forum in Hollywood.

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.