



PRESS RELEASE

True Universal Convergence Selects ASSIA to Increase Speed and Reduce Costs

Thailand's Largest Broadband Provider Deploys ASSIA DSL Expresse Over its Home and Business DSL Networks After Trial Shows Major Performance Gains

REDWOOD CITY, Calif. – September 13, 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 an agreement with True Universal convergence company Limited (TUC) in Thailand to deploy the ASSIA DSL Expresse® solution across more than 1,200,000 lines in its home and business networks. The agreement comes after a three-month trial provided significant gains in performance for the largest ISP in Thailand.

“TUC has established itself as a lifestyle leader by offering high-quality products and services to our customers, and constantly seeking new ideas and innovations to enhance value,” said Mr. Vichaow Rakphongphairoj, President. “Through a carefully conducted trial, ASSIA DSL Expresse proved it can help us triple the number of marginal lines that can be upgraded to 7Mbps. This improvement, combined with other network performance gains, makes us confident that ASSIA can help us boost speed and reduce costs so we can focus on providing the next-generation services our customers expect.”

ASSIA DSL Expresse was designed to enable DSL service providers to attain the levels of performance and stability required for next-generation services, such as IPTV, by leveraging existing copper infrastructure. While the ASSIA solution is already deployed by major telecommunication service providers in Europe and the Americas, this latest agreement marks the first major deployment in Asia.

“ASSIA is honored to welcome TUC as a customer and pleased that TUC’s leadership recognized the value of the performance and cost benefits of ASSIA’s powerful Dynamic Spectrum Management software,” said Dr. John Cioffi, Chairman and CEO of ASSIA. “Thailand is one of the world’s fastest growing broadband markets, and we are delighted to work with our Thai partner OGA, whose local expertise and knowledge is of vital importance in this important project. We’re confident that many other service providers in the region will recognize the value ASSIA brings and take similar steps to upgrade their DSL networks.”

The goal of the initial ASSIA trial at TUC was to improve speed, diagnostics, stability, and line rate prediction as well as reduce customer support calls and dispatches. ASSIA DSL Expresse was able to demonstrate notable improvements in each of these areas.

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 OGA

OGA SynCom Co., Ltd., is a subsidiary of The OGA Group established in 1995 to provide a total solution for IT-related services, such as open platforms for payment systems, SOA, comprehensive network solutions, system design and implementation, system integration and testing, computer networking, and both hardware and software support. OGA SynCom is a leading system integrator in Thailand, offering customers comprehensive and highly competent resources and expertise in all network and security solutions, computing platforms, and other IT skills.

Additional information is available on www.oga.co.th