



## **ASSIA Wins Red Herring 100 Global Award for 2011**

*Red Herring Award Caps a Year of Major Industry Recognition, Growth, and Innovation*

**REDWOOD CITY, Calif. – December 12, 2011** – ASSIA Inc., the leading provider of high-performance software tools for dynamic spectrum management (DSM) of digital subscriber line (DSL) networks, today announced that it has won the Red Herring 100 Global award for 2011, a prestigious recognition honoring the world's most audacious and far-reaching private technology companies and entrepreneurs for 2011.

Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of startups relative to their sector peers, allowing Red Herring to see past the "buzz" and make the list an invaluable instrument of discovery and advocacy for the greatest business opportunities from around the world.

"Choosing the best out of the previous two years was by no means a small feat," said Alex Vieux, Chairman of Red Herring. "After rigorous contemplation and discussion, we narrowed down our list from 1,100 potential companies to 100 winners. It was an extremely difficult process. ASSIA should be extremely proud of its achievement, the competition for the Top 100 was fierce. The Top 100 Global are truly the best of the best."

The Red Herring 100 Global award caps a stellar year for ASSIA, including these achievements:

- Red Herring Top 100 North America Tech Startup award.
- Broadband InfoVision 2011 award for Broadband Access Network Technologies and Services – Fixed, for ASSIA's flagship product, DSL Expresse.
- Frost & Sullivan 2011 Global Customer Value Enhancement Award in High-speed DSL Optimization.
- ASSIA CEO John Cioffi was profiled as one of seven living legends in Network World's 25th anniversary issue, "Celebrating the Networked World."
- The first major deployment in Asia with True Thailand.
- Release of ASSIA DSL Expresse 2.3 and 2.5, which includes the first mobile application for DSL network management (ASSIA Expresse Pro) and a VDSL predictor to help service providers manage the transition from ADSL to high-speed VDSL.

“The prestigious Red Herring Global 100 Award is the culmination of a banner year for ASSIA, as the company continues to make significant advances in bringing high-speed DSL to customers worldwide,” said Dr. John Cioffi, ASSIA’s CEO and chairman. “ASSIA’s ability to deliver exciting new solutions that improve DSL networks’ performance and profitability means service providers can offer their customers affordable broadband access that delivers the very latest services.”

The winners were announced at a special awards ceremony on December 7 at the Red Herring Global Forum in Los Angeles, based on finalists’ presentations of their winning strategies.

**About ASSIA, Inc.**

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).

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