



Press Release

Contacts:

Wylie Etscheid
President and COO
650-654-3400
wetscheid@assia-inc.com

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ASSIA adds High Level Telecom Engineering Execs to bolster its DSM Capability

Redwood City, CA.--ASSIA Inc., the world's leader in software for Dynamic Spectral Management of xDSL lines, announced today the appointment of two telecommunications industry veterans to help lead the expansion and development of the company's product and technology portfolios.

The new executives, Dr. Marc Goldberg and Dr. Phil Bednarz, both have extensive backgrounds in improving the performance and economics of broadband systems.

In his role as Executive Vice President in Charge of Technology and Strategy, Marc Goldberg is responsible for the company's technology and intellectual property portfolio, ensuring that ASSIA expands its leadership position in these areas. Dr. Goldberg is a technical founder and former CTO of ArrayComm, LLC, whose spatial processing technology is deployed worldwide in more than 275,000 wireless base stations. He was responsible for the company's technology development, intellectual property, standards and regulatory activities. Later, as a consultant, he guided companies in the mobile satellite and digital television industries. In 2002, Scientific American recognized Marc as its Communications Researcher of the Year.

As Executive Vice President of Product Development, Philip Bednarz is responsible for leading ASSIA's product development organization and enhancing the company's ability to deliver its products and support its customers. Dr. Bednarz comes to ASSIA from 2Wire where he was VP of Media Engineering and VP of Software, playing a key role in that company's development of DSL gateways, multimedia set-top boxes, and management systems. Previously Phil was CEO of Netergy Microelectronics, a subsidiary of 8x8 Inc., where he developed some of the world's first consumer voice and video-over-IP semiconductors and systems.

Upon their appointment, Dr. Cioffi, ASSIA Chairman and CEO said, "The addition of these two world-class silicon-valley engineering executives to ASSIA's highly talented group of engineers recognizes ASSIA's unique position as a technology and product development leader in the advanced DSL area known as DSM. These additions will help ASSIA manage and scale to the overwhelming and growing worldwide demand for our software products."

About ASSIA:

ASSIA, Inc (Adaptive Spectrum and Signal Alignment Incorporated) is the leading provider of high-performance software tools for Dynamic Spectrum Management of DSL systems. ASSIA's technology and software employ adaptive learning methods to characterize each DSL line, the modems attached to it, and the service provider's local and overall DSL network to enhance performance and reduce operational costs for the Service Provider. ASSIA's products are already deployed in major service provider networks, raising performance levels and enabling the delivery "Triple-Play" technologies and applications to DSL subscribers. For information on ASSIA's products and services, please consult ASSIA's webpage at www.assia-inc.com.