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ASSIA Introduces Software-as-a-Service Option for High-Speed, Dynamic DSL Management

Company Targets Regional DSL Operators with New Offering

Redwood City, Calif. – October 20, 2010 – ASSIA Inc., the leading provider of high-performance software tools for Dynamic Spectrum Management (DSM) of Digital Subscriber Line (DSL) networks, today announced the availability of a Software-as-a-Service (SaaS) option of its flagship Express product. ASSIA's Express Services will serve regional and independent DSL operators worldwide.

"ASSIA is excited to bring the benefits of our Express product to the regional telecommunications service-provider market," said Dr. John Cioffi, Chairman and CEO. "ASSIA's SaaS option makes it easy for all operators to take advantage of the same high-speed, equipment-vendor-independent, dynamic DSL management solutions that have previously been available only to the world's largest DSL service providers."

ASSIA builds world-class management systems for DSL service providers. Key features and benefits of Express Services include:

- 30-60% reduction in calls, dispatches, and churn related to physical layer issues
- 40% increase in speeds and service reach
- Automatic, high-speed repair and optimization of all network lines
- Robust DSL network diagnostics
- Support of all leading DSLAM equipment vendors
- Streamlined integration with provisioning and network infrastructure
- Visibility into operator's network via a Web interface

Delbert Wilson, General Manager at Hill Country Telephone Cooperative, said, "ASSIA's Express Services helped us reduce the number of unstable lines in our network by 75%. We now monitor all of our DSL customers' lines 24 hours a day, 7 days a week, and problem lines are identified and potentially repaired automatically. At Hill Country, ASSIA has helped upgrade our DSL network operations and deliver a superior customer broadband experience."

ASSIA's Express Services enable DSL service providers to realize dramatic speed and reach improvements, lowering operating and capital expense and generating additional significant revenue. ASSIA's products and services deliver the performance and reliability needed to launch exciting next-generation services such as IP television, faster wireless data transfers to smartphones using broadband, and ultimately 100+ Mbps service over existing phone lines.

Dane Jasper, CEO of Sonic.net, said, "Sonic.net has just launched our Fusion DSL service that delivers up to 40Mbps to the home. We decided to activate ASSIA's Express Services at the same time to ensure that we always provide our customers the best possible broadband performance."

ASSIA's Express Services are available worldwide. Visit www.assia-inc.com for further details.

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 expense, generating incremental revenue, and opening new business opportunities in the broadband-enabled home. ASSIA has more than 35 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.

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