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ASSIA Achieves 80% U.S. DSL Market Share

Delivers Network Optimization Software with 27 Million Lines Under Management in U.S.

Redwood City, Calif. – May 25, 2010 – ASSIA, Inc., the leading provider of high-performance software tools for Dynamic Spectrum Management (DSM) of Digital Subscriber Line (DSL) networks, today announced that recent sales to U.S. DSL service providers have boosted its U.S. DSL market share to over 80%. These results are based on the Q4 2009 Global Broadband Statistics Report from leading industry analyst Point Topic. ASSIA's U.S. customers collectively provide DSL service to 27 million subscribers.

"DSL continues to be the dominant medium for delivering consumer broadband worldwide," said Tim Johnson, Chief Analyst of Point Topic. "DSL service providers are seeking solutions that increase their network performance while reducing operating costs. ASSIA's market share is a strong indication that service providers view ASSIA as a strategic partner in improving the competitiveness and profitability of their DSL networks."

ASSIA builds world-class management systems for DSL service providers. ASSIA's products enable DSL service providers to realize dramatic speed and reach improvements, lowering operating and capital expenses and generating incremental revenue. Its products and services enable the performance and reliability needed to launch exciting next-generation services like IP television and will ultimately pave the way for 100+ Mbps data services over existing phone lines.

"We are extremely pleased with our customer traction over the past year," said Dr. John Cioffi, Chairman and CEO of ASSIA. "DSL service providers are increasingly recognizing the significant value that ASSIA can bring to their DSL networks. ASSIA is very active in serving customers on four continents and expects to further increase its penetration of the North American market in the next year."

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 35 million lines under management worldwide with top tier service providers and is backed by strategic investors, including Mingly China Growth Fund, SFR Development, Sofinnova Partners, Stanford University, Swisscom Ventures, and T-Ventures. For more information, visit www.assia-inc.com.

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