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**ASSIA's Breakthrough DSL Technology Recognized as 2010 InfoVision Awards Finalist**

***ASSIA Short-listed for 'Broadband Innovation of the Year' at Broadband World Forum***

**Redwood City, Calif. – August 31, 2010** – ASSIA Inc., the leading provider of high-performance software tools for Dynamic Spectrum Management (DSM) of Digital Subscriber Line (DSL) networks, today announced it has been recognized by Informa and Broadband World Forum as a finalist for the 2010 InfoVision Awards in two categories – Broadband Innovation of the Year and Broadband Access Network Technologies and Services.

“At present, ASSIA’s unique software solutions automatically and continuously diagnose and optimize tens of millions of DSL connections every day,” said Dr. John Cioffi, Chairman and CEO of ASSIA. “This instantaneous line repair, coupled with ASSIA’s DSLAM-vendor independence, has translated into significant customer demand and sales as ASSIA speeds toward 100 million managed DSLs. ASSIA is delighted to receive this industry recognition and looks forward to participating in the Broadband World Forum in October.”

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 additional significant revenue. ASSIA’s products and services deliver the performance and reliability needed to launch exciting next-generation services like IP television and will ultimately pave the way for 100+ Mbps service over existing phone lines.

Informa's InfoVision Awards program recognizes excellent technologies, applications, products, advances, and services judged as the most unique and beneficial to the information and communications technologies industry. The “Access Network Technologies and Services” category addresses innovations associated with technologies used to advance the development of the access segment of the network, while the “Broadband Innovation of the Year” Award selects a new service or initiative launched in the last year which shows outstanding results, thanks to an innovative approach.

"The Broadband World Forum InfoVision Awards recognize top contributions in the information and communications technologies industry," said Broadband World Forum director, Gavin Whitechurch. “We are pleased to recognize ASSIA as an InfoVision Awards Finalist in two categories and look forward to their chairing one of the DSL conference sessions at this fall’s Broadband World Forum.”

Finalists were selected by a panel of judges representing ten of the world's leading broadband carriers, plus independent industry experts. Informa will announce the winners on Tuesday, October 26, at the Broadband World Forum in Paris.

### **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](http://www.assia-inc.com).

### **About Informa**

Informa plc is a leading international provider of specialist information and services for the academic and scientific, professional, and commercial business communities. Informa has some 150 offices in over 40 countries and employs more than 8,000 staff around the world. Informa is the largest publicly-owned organizer of conference and courses in the world with an output of around 7,500 events annually. Informa publishes over 2,100 subscription-based information services including academic journals, real-time news, and structured databases of commercial intelligence. Informa's book business has more than 75,000 academic and business titles.

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