



Cable Industry Veteran Jim Chiddix Joins ASSIA Board of Directors

Former Time Warner CTO and pioneer of the use of optical fiber technology in cable systems, Chiddix brings experience and industry insights to ASSIA

REDWOOD CITY, Calif. — May 16, 2016 — ASSIA, Inc., a market-leading SaaS company helping to make the Internet reliably fast for global Internet service providers (ISP's), today announced that Jim Chiddix, a Cable Hall of Fame inductee and the former CTO of Time Warner Cable, has joined ASSIA's Board of Directors.

As CTO and chief engineer at Time Warner Cable for more than 15 years, Chiddix and his team pioneered the use of optical fiber technology in cable systems, a transforming step that enabled two-way and streaming services, including video-on-demand and broadband access. More recently, Chiddix has served on the boards of several leading technology companies, including Arris, Magnum Semiconductor, and OpenTV Corp. (until its acquisition by the Kudelski Group).

"ASSIA is a recognized leader in broadband and Wi-Fi management solutions globally," said Chiddix. "I am excited to join the team as ASSIA begins deploying its solutions to the cable industry, and look forward to working with the board to further the company's mission of assisting global service providers' delivery of profitable, fast and reliable Internet services."

"We are delighted that Jim has joined our board, and his long history in the cable industry will be a valuable asset as ASSIA continues to make great progress in residential Wi-Fi network management for cable operators," said Dr. John Cioffi, Chairman and CEO of ASSIA. "His vast industry experience and technical knowledge bring fresh insight and a complementary perspective to our board."

Chiddix has participated on the ASSIA Advisory Board for the past year, and recently was on the board of Virgin Media in the UK and on the board of Symmetricom Inc. He also has served on the Computer Science and Telecommunications Board at the National Research Council, and on the boards of the Cable Center, the Society of Cable Television Engineers, N2Broadband, BigBand Networks, and CV-21 in Japan. Chiddix was inducted into the Cable Television Pioneers in 1991, and into the Cable Hall of Fame in 2007.

About ASSIA, Inc.

ASSIA, Inc. is a trusted partner with the leading market share of management and optimization software solutions for global broadband and residential Wi-Fi networks. ASSIA's Express broadband system enables Internet Service Provider companies to save significant

money on subscriber care, increase customer satisfaction, and launch more revenue-generating service tiers. ASSIA's Cloudcheck Wi-Fi system enables enterprise companies to provide, and consumers to enjoy, premium digital experiences over the residential Wi-Fi network. ASSIA has more than 80 million broadband households under contract worldwide. For more information, visit www.assia-inc.com.

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"ASSIA" is an acronym for "adaptive spectrum and signal alignment."

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