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Associated Software Consultants Offers Hosted Access to Full-Feature PowerLender® Loan Origination and Processing Software

An Industry Partner and Two New Clients Are Already On Board

MIDDLEBURG HEIGHTS, OH, April 24, 2009 - Associated Software Consultants, Inc. (ASC), today announced the hosted availability of its PowerLender® loan origination software system. Available on a subscription basis, Hosted PowerLender® provides the full flexibility and power of a client/server-based LOS through a secure Internet portal. The business-rules-based system requires nothing more than a PC or laptop and an Internet connection to quickly access program features and loan records anytime, anywhere. It provides greater functionality than a Web-based LOS and includes all of the tools necessary to perform the steps involved in mortgage lending, from prequalification to post-closing. Recently, Hosted PowerLender was embraced by an industry partner and licensed by two new clients.

“Today’s credit environment and market fluctuations make it more vital than ever for lenders to have powerful, flexible and affordable technology,” said President of ASC, Timothy Liston. “ASC developed Hosted PowerLender to provide lenders with a more robust alternative to the Web-based tools that were available. It gives lenders the ability to quickly perform any origination and processing task from any location, enabling them to maximize performance while minimizing their IT infrastructure and expense.”

Hosted PowerLender administration and IT support is provided by ASC, minimizing lender in-house investment. The system’s Java underpinnings allow lenders access to a high degree of LOS functionality through the Internet – a competitive advantage unmatched in the industry today. Hosted PowerLender’s software and loan database reside on a remote server that uses a secure connection and state-of-the-art Application Virtualization (AV) technology to grant client access. In addition to its own security specialists, ASC contracts third-party penetration testing firms to assure data security.

Hosted PowerLender's capabilities are available for a minimal up-front cost. The monthly subscription includes all hardware and software, administrative services and round-the-clock customer support. Hosted PowerLender lets lenders automate all processing phases from origination through closing and allows them to quickly guide loans through the pipeline. Unlike most other LOSs, Hosted PowerLender can process mortgage, consumer and other types of loans.

With Hosted PowerLender, users simply log in via the Internet and experience performance and appearance that are no different than if PowerLender were running on a local PC. In fact, the AV technology utilized by Hosted PowerLender helps it run as fast as locally installed software. Because Hosted PowerLender does not require a browser, functionality is not constrained. And Hosted PowerLender offers over 40 interfaces to third-party service providers for flood, credit, title, AU, MI, compliance, doc prep, servicing systems and other services.

To increase industry awareness of Hosted PowerLender, ASC is teaming up with other industry technology integrators like Specialized Data Systems (SDS) of Branford, CT. Upon gaining an in-depth understanding of the Hosted PowerLender solution, Specialized Data Systems agreed to offer this unique lending solution to banks, credit unions and other lenders throughout the Northeast. Recently, SDS worked with Torrington Savings Bank in Torrington, CT and Natick Federal Savings Bank in Natick, MA to implement "RemoteLender," a rebranded version of the Hosted PowerLender solution.

"We are glad SDS referred us to the Hosted PowerLender solution," said Helen DeCosta, SVP of Operations at Natick Federal Savings Bank. "The solution provides us with all the functionality of a desktop-based origination system, but with the convenience and affordability of a Web-based solution. It really is the best of both worlds."

"When communicating with SDS, we explained that we were looking for a cost-effective, yet full-functioning, origination system that would enable us to most effectively manage our origination and processing efforts in both the mortgage and consumer markets," said Jeff Geddes, SVP of Torrington Savings Bank. "That's how we learned about ASC's Hosted PowerLender solution. It provides the high-level functionality we need in both segments of our business while keeping cost at a minimum."

"Specialized Data Systems welcomes Natick Federal Savings and Torrington Savings Bank and is pleased to be partnering with ASC to spread the word about Hosted PowerLender to lenders

in the Northeast,” said Marc Riccio, SDS President. Liston echoed these sentiments, saying “We welcome SDS as a value-added partner and we look forward to establishing similar partnerships with industry consultants in other parts of the U.S.”

About Specialized Data Systems

Specialized Data Systems provides dependable, cost-effective lending and business continuity solutions to the financial industry. The company’s software and services help clients to improve their lending performance and safeguard their business operations.

Specialized Data Systems partners with industry-leading software and other companies to offer best-in-class technologies to its clients. To learn more about Specialized Data Systems, visit www.specializeddata.com.

About ASC

Associated Software Consultants, Inc. (ASC) designs and markets loan automation and secondary marketing software for use by mortgage banks, commercial banks, community banks and credit unions. ASC’s business strategy focuses on providing software and support services that enable lenders to improve the volume and quality of their business, streamline workflow and reduce costs. The company’s lending solutions enhance primary and secondary mortgage operations, improve overall profitability and better serve borrowers and other constituents.

For additional information about ASC, visit the company’s Web site at www.asconline.com.

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