



## NEWS RELEASE

### Loan Origination System by ASC

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#### ***ASC's PowerLender Continues to Gain Traction***

*- Specialized Data Technology Symposium Highlights PowerLender/ RemoteLender as LOS of Choice for Lenders in Northeast -*

Middleburg Heights, OH, (October 29, 2012) - Associated Software Consultants, Inc. (ASC), a leading provider of loan automation, pioneer of business rule flexibility, SaaS deployment and a single platform for mortgage, consumer and business lending participated in a technology symposium due to increase in demand for ASC's PowerLender/ RemoteLender solutions.

More than 35 lending executives attended the Specialized Data Systems Technology Symposium held in Sturbridge Massachusetts on October 25th. The Technology Symposium was highlighted by presentations about the PowerLender / RemoteLender LOS systems and how a number of lending institutions in the Northeast are fully utilizing these powerful systems.

The mission of Specialized Data Systems is to provide cost-effective software, helping their banking clients improve their lending performance and safeguard their business operations. The technology symposium further advances that cause by bringing together leading technology from their strategic partners, ASC and Data-Vision with the hands-on experiences of their lender clients.

“We have experienced explosive growth and seen significant demand for our PowerLender and RemoteLender products in the Northeast,” said Dave Stricklen, director of sales at ASC. “ASC is proud to be a part of such a dynamic symposium and driven to deliver powerful LOS solutions to our lender partners”.