



ASC announces new Sales and Business Development Executive **ASC to expand its presence in North American and western European markets**

Ottawa, Ontario, (June 8th, 2006). — **Advanced Software Concepts Inc. (ASC)**, provider of tailored Contract Lifecycle Management (CLM) solutions, is pleased to announce that Innocenzo (Curly) Lippa has been hired to lead the Sales and Business Development Team.

Mr. Lippa is charged with developing new business verticals directly and through managed sales channels with a special focus on the Financial Services market, where Mr. Lippa spent the last several years in the Regulatory Risk/Compliance market.

Mr. Lippa comes to ASC with a wealth of knowledge and experience from the Financial Services and Telecom markets. His background in senior sales and marketing roles has ranged from well established global corporations to technology start ups.

"I am excited for the opportunity to apply my experience in the financial and telecom markets to expand ASC's contract lifecycle management presence in North American and western Europe. ASC already has a strong presence in the Canadian Telecom industry and is well-positioned to target additional telecom and financial fields", said Mr. Lippa. "ASC Contracts provides a core contract lifecycle management system with business rules, workflow, and document management tailored specifically for the unique needs of each company; providing the benefits of both out-of-the-box and customized solutions".

While based in Toronto, Ontario, Curly Lippa will focus on North American and western European markets.

Shawn King, President and CEO of ASC, explains that "Curly brings, along with his extensive sales and marketing experience, an understanding of the contract lifecycle needs within the Telecom and Financial services industries. Having worked in the areas of regulatory risk and compliance in the financial services market, Curly Lippa knows the importance of a sound contract lifecycle management system. ASC would like to welcome Mr. Lippa to the team".

Contact Curly Lippa by email at curly.lippa@ascnet.com or by phone at (416) 461-6752.

About Advanced Software Concepts

Advanced Software Concepts (ASC) offers tailored contract lifecycle management (CLM) solutions. Combining a core CLM platform (ASC Contracts) with market specific expertise and an iterative development approach, ASC creates tailored, customer-specific solutions for the secure creation, approval, storage, and monitoring of legally binding agreements. ASC focuses on the Telecommunications and Financial Services market segments and is ISO 9001:2000 certified. For more information about ASC, visit the ASC website: www.ascontracts.com

Contact Information:

Innocenzo (Curly) Lippa

Advanced Software Concepts (ASC)
235 Terence Matthews Crescent, Suite 200
Kanata, Ontario

Phone: (416) 461-6752 (Business)
(416) 561-7070 (Blackberry)

###