



ExpressVu selects ASC's Contract Management Solution

Ottawa, Ontario, (January 10, 2008). — Advanced Software Concepts Inc. (ASC), provider of tailored, industry-specific Contract Lifecycle Management (CLM) solutions, announced today that Bell ExpressVu, Canada's leading direct-to-home satellite television company, has selected ASC Contracts™ as their contract management solution.

Bell ExpressVu selected ASC Contracts a web based CLM application, to deliver a centralized, web based solution to create, capture, store and manage their programming and network business contracts through their lifecycle. The selection of ASC was due to the flexibility of ASC Contracts, a unique implementation of bar code technology which automatically recognizes and stores contracts, and ASC's very strong domain expertise in customer specific contract lifecycle management solutions and the Communications sector.

The Bell ExpressVu tailored CMS system will automate workflow using role-based approvals & notifications, store all documents electronically in a centralized hosted repository, provide on-line audit and reporting capability, generate standard and redline contracts and automatically recognize and store bar coded contracts. Bell ExpressVu's key benefits include significant cost savings through operational efficiencies, improved employee productivity and greater control of contracts and processes.

Using secure web access, Bell ExpressVu personnel will generate uniquely bar coded contracts online in minutes. The ASC Contracts flexible workflow engine allows for automatic and concurrent notification and routing of Bell ExpressVu agreements for business unit approvals. The ASC technology ensures contract negotiations are automatically captured for real time online access across the organization.

"Advanced Software Concepts' flexible and comprehensive contract lifecycle management solution is specifically tailored to fit Bell ExpressVu's business model and streamline the negotiation and execution of contracts with our customers and vendors," said Norm Lem, Director of Programming for Bell ExpressVu. By providing greater control of our contracts and procedures for current and future contract management processes, without compromising our business processes, ASC Contracts delivers increased operational efficiencies and expedites revenue opportunities for Bell ExpressVu".

"We are very pleased to be the successful CLM solutions vendor for Bell ExpressVu. Our objective is to ensure that ASC Contracts allows Bell ExpressVu Ltd. to streamline and automate 'their' contract generation and management process. Simplified contracting processes allows Bell ExpressVu to improve productivity and manage their spend better" said Shawn King, President and CEO of ASC.

The platform's advanced query and reporting tools permit sales, procurement, product, finance and legal departments to quickly analyze current contract data, assess sales & procurement cycles, and forecast trends from a current, complete, and centralized repository of contractual information. The CLM platform also provides organizations with the means to ensure compliance with contract terms and reduce the costs associated with processing and handling contracts.

About Advanced Software Concepts Inc.

ASC is a leading provider of tailored, industry-specific Contract Lifecycle Management (CLM) solutions to automate and simplify business processes for the secure creation, approval, storage, and monitoring of legally binding agreements. By focusing on industry-specific CLM business processes and providing tailored solutions that offer the same lower cost and reduced risk benefits as "shrink wrapped" software, while addressing the unique needs of each customer, ASC is able to satisfy the complex contract management requirements of its customers. For more information about ASC, visit the ASC website: www.ascontracts.com.

About Bell ExpressVu

ExpressVu is Canada's leading digital television provider. With over 1.8 million subscribers, ExpressVu offers more than 500 video and audio channels and a wide range of programming and hardware including the most High-Definition channels in Canada, Personal Video Recorders, and Interactive TV services. Bell ExpressVu is a subsidiary of Bell Canada Enterprises (BCE).

Contact Information:

Curly Lippa
Advanced Software Concepts (ASC)
+1.416.461.6752

Curly.lippa@Ascnet.com