

October 4, 2016

## Asure Software Exhibiting at HR Technology Conference

### Comprehensive Workforce and HR Management Solution

AUSTIN, Texas, Oct. 04, 2016 (GLOBE NEWSWIRE) -- **Asure Software, Inc.** (NASDAQ:ASUR), a global provider of Agile Workforce and Workplace solutions, is exhibiting today at HR Technology Conference. The event is taking place October 4-7, 2016 at McCormick Place in Chicago. The HR Technology Conference is a yearly event attracting the most elite minds from the world's most successful and forward-thinking businesses.

"Asure's unique vision of integrating the Workforce and the Workplace is perfect for the savvy HR Technology Conference audience," said Joe Karbowski, CTO/COO of Asure Software. "Our integration of HR and Workplace data allows forward-thinking organizations to not only handle industry standard HR and payroll requirements, but combine it with cutting edge technologies such as facial recognition and IoT sensors to provide substantiated actual data to the C-Suite for hard ROI and metrics."

Asure's comprehensive suite includes:

- ▮ **Single Source Cloud Platform.** Integrated platform of Workforce and Workplace with rich APIs delivers rich reporting and analytics without re-keying of data.
- ▮ **Mobile First Design.** Responsive Web. Native Mobile. Passive and active data collection. No user adoption problems here.
- ▮ **Compliance Based.** All of the latest required government reporting securely available 24x7 without requiring IT assistance or waiting for upgrades.

HR Technology Conference has a robust lineup of participants scheduled throughout the conference. It covers the latest trends — SaaS, The Cloud, social, mobile, analytics, video, gamification and Big Data — as well as the more traditional technologies and processes. Whatever is changing the way work and HR is handled is what is featured. The conference attracts industry experts, thought leaders, software vendors, senior HR executives, HR generalists, HR systems leaders and more. Additionally, the HR Tech Conference is home to the world's largest Expo of HR technology products and services.

#### About Asure Software

Asure Software, Inc. (NASDAQ:ASUR), headquartered in Austin, Texas, offers intuitive and innovative technologies that enable companies of all sizes and complexities to operate more efficiently. The company ensures a high-performing work environment by integrating its "keep it simple" solutions and expertise to more than 7,000 clients worldwide. Asure Software's suite of solutions range from HCM workforce management solutions, time and attendance to workspace asset optimization and meeting room management solutions. For more information, please visit <http://www.asuresoftware.com>.

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