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Asure Software Certifies Safe Harbor Compliance

Company Meets European Union and Swiss Standards for Data and Privacy Protection

AUSTIN, Texas, Feb. 24, 2012 (GLOBE NEWSWIRE) -- [Asure Software](#), Inc. (Nasdaq:ASUR), a leading provider of workplace management software, today announced that it has self-certified compliance with the [U.S. Department of Commerce's U.S.-European Union \(EU\) and U.S.-Swiss Safe Harbor](#) frameworks.

The European Commission's Directive on Data Protection, established in 1998, prohibits the transfer of personal data to nations that do not meet the EU's "adequacy" standard for privacy protection. In consultation with the Commission, the U.S. Commerce department created the Safe Harbor framework to help U.S.-based companies verify and represent that they meet the EU standard. Self-certification and participation in the Safe Harbor framework is entirely voluntary.

The U.S.-Swiss Safe Harbor Framework, which was approved by Switzerland in 2009, is an important way for U.S. organizations to avoid experiencing interruptions in their business dealings with Switzerland or facing prosecution by Swiss authorities under Swiss privacy law. Self-certifying to the U.S.-Swiss Safe Harbor Framework ensures Swiss organizations that the certified organization provides "adequate" privacy protection, as defined by Swiss law.

"Asure Software is very excited to be part of the U.S.-EU and U.S.-Swiss Safe Harbor programs," said [Pat Goepel](#), Asure's Chief Executive Officer. "These certifications enable us to more effectively do business globally and fit into our organic growth plans for 2012. It also provides our international clients another level of assurance as our market continues to expand."

Benefits of Safe Harbor include:

- Companies participating in the Safe Harbor will be deemed adequate and data flows to those companies will continue;
- Requirements for prior approval of data transfers either will be waived or approval will be automatically granted; and
- Claims brought by European and Swiss citizens against U.S. companies will be heard in the United States subject to limited exceptions.

More information about the Safe Harbor program is available at <http://export.gov/safeharbor/index.asp>.

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 3,500 clients worldwide. Asure Software's suite of solutions range from time and attendance workforce management solutions to asset optimization and meeting room management. For more information, please visit www.asuresoftware.com.

The Asure Software, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8565>

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