

November 8, 2007

## **Asure Software to Present at Paulson Investment 30th Annual Westergaard Conference**

### **Conference to Showcase Emerging Industry Leaders**

AUSTIN, TX, Nov 08, 2007 (MARKET WIRE via COMTEX News Network) -- Asure Software (NASDAQ: ASUR), a leading provider of workforce management software, today announced that Richard Snyder, Chairman and CEO, and Jay Peterson, Vice President & Chief Financial Officer of Asure, will present at the Paulson Investment 30th Annual Westergaard Conference on November 13, at the Waldorf-Astoria Hotel in New York City. The presentation includes a live webcast at 7:40 a.m. EST, that can viewed at Asure Web Cast.

The Conference will showcase small and emerging growth companies focused on establishing leadership in a broad range of industry sectors, including financial, security, technology, healthcare, environmental, alternative energy and consumer products. Founded in 1978 by noted small-cap analyst John Westergaard, this Conference provides a venue for select companies to share detailed insight into their business operations, short and long-term growth strategies and industry vision.

Richard Snyder and Jay Peterson will discuss the Asure Software operational strategy, the overall workforce management marketplace, and the company's high margin, software as a service (SaaS) business model. They will also discuss the recent acquisition of iEmployee and the emerging growth of the office administration and worker productivity marketplace.

#### **About the Speakers**

Richard Snyder is responsible for driving the strategy and vision of Asure Software's future. After serving on the Board of Directors for three years, he was appointed chairman in March 2000, interim CEO in April 2001, and chairman and CEO in June 2001. Previously, Dick was a group general manager at Hewlett-Packard for its \$3 billion inkjet printer business, where he created the DeskJet brand. He also served as senior vice president and general manager at Dell Computer Corporation, where he was responsible for establishing the successful Internet sales model and the operation of Dell's \$3.5 billion America's Region. He was also senior vice president of worldwide sales, marketing, service, and support for Compaq Computer Corporation, for which he had a \$20 billion P&L responsibility.

Jay Peterson has been with the company for 12 years, holding leadership positions including vice president of finance, interim CFO and manager of corporate planning. Before joining Asure, Jay was assistant controller in Dell Computer Corporation's Direct division. He also spent 11 years in various financial management positions with IBM Corporation. Jay holds an M.B.A. and a B.A. from the University of Wisconsin.

#### **EVENT AT A GLANCE: 30th Annual Westergaard Conference**

**WHEN:** Tuesday, November 13, 2007 - 8:00 A.M. to 5:30 P.M. ET

**WHERE:** Waldorf-Astoria Hotel, 301 Park Avenue (Between 49th and 50th), New York City

#### **About Asure Software**

Headquartered in Austin, Texas, Asure Software (ASUR), (a d/b/a of Forgent Networks, Inc.), empowers small to mid-size organizations and divisions of large enterprises to operate more efficiently, increase worker productivity and reduce costs through a comprehensive suite of on-demand workforce management software and services. Asure's market-leading suite includes products that optimize workforce time and attendance tracking, benefits enrollment and tracking, pay stubs and W2 documentation, expense management, meeting and event management, and asset tracking and reservations. With additional offices in Seekonk, Mass., Vancouver, British Columbia, and Mumbai, India, Asure serves 3,500 customers around the world. For more information, please visit [www.asuresoftware.com](http://www.asuresoftware.com).

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