

February 9, 2010

Asure Software Names New Chief Financial Officer

Seasoned Industry Veteran to Oversee and Drive Growth Strategy for Workforce Management Provider.

Austin, TX ([PRWEB](#)) February 9, 2010 -- Asure Software (NASDAQ: ASUR), a leading provider of workforce management software, today announced the appointment of David Scoglio as Vice President and Chief Financial Officer (CFO). Accomplished business and financial industry executive, Scoglio has a long history of being able to rapidly increase company revenue and profitability. As CFO, Scoglio is responsible for overseeing the financial and business operations for Asure Software and its product divisions, iEmployee and NetSimplicity.

"David has a phenomenal track record of success in managing company growth strategies and identifying market value opportunities," said Pat Goepel, Chief Executive Officer for Asure Software. "David's in-depth background in finance and accounting will undoubtedly position the company for great success in the near future."

With nearly 15 years of finance experience, Scoglio has held prominent finance and business leadership positions throughout his career. Prior to joining Asure Software, Scoglio was a Senior Director of Finance at Fidelity Investments where he worked with Fidelity's Human Resources Services Division. While supporting Fidelity's HR Outsourcing Business, Scoglio managed a \$140 million P&L and \$160 million of operating expenses supporting the Administration of Payroll, Human Resources, Talent Management, Time & Attendance and Health & Insurance.

"I'm looking forward to playing an integral role in leading Asure Software as we continue to execute strategies focused on growing the company and its market value," said Scoglio. "With strong industry relationships, a solid product foundation and focus on channel growth, I'm confident we'll be able to take the company to the next level of business success."

For more information about iEmployee, please visit [Blog](#), [LinkedIn](#) or [Twitter](#).

For more information about NetSimplicity, please visit [Blog](#), [LinkedIn](#) or [Twitter](#).

About Asure Software

Headquartered in Austin, Texas, Asure Software 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, and room scheduling and resource management. With additional offices in Warwick, Rhode Island, Vancouver, British Columbia, and Mumbai, India, Asure serves 3,500 customers around the world. For more information, please visit www.asuresoftware.com.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995:

Statements in this press release regarding Asure's business which are not historical facts are "forward-looking statements" that involve risks and uncertainties. Such risks and uncertainties could cause actual results to differ from those contained in the forward-looking statements.

“With strong industry relationships, a solid product foundation and focus on channel growth, I’m confident we’ll be able to take Asure to the next level of business success.” David Scoglio, VP and CFO for Asure Software
