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Asure Software Provides Update on Ceridian-Related Customers; Schedules Second Quarter Earnings Conference Call

Customers Rally Behind iEmployee's Time and Attendance Solution Increasing Company's Product and Market Share

AUSTIN, TX, Aug 03, 2010 (MARKETWIRE via COMTEX) --

Asure Software (NASDAQ: ASUR), a leading provider of workforce management software, today announced that after three months of continued support for Ceridian and their joint customers, the company has successfully captured direct relationships with more than 80 percent of the mid market customers which has expanded Asure Software's overall direct customer base by 160 percent. The company has also grown mid market monthly revenue by 5 percent with the majority of iEmployee customers having agreed to long-term (1 year or longer) contracts instead of month to month agreements.

"We are pleased to report a successful conversion effort during these past three months," stated Pat Goepel, Chief Executive Officer, Asure Software. "The company's ability to successfully support our customers and deliver best-in-class technology has been validated by their choosing to directly sign with Asure Software. With the transition period over, we can now focus on building deeper customer relationships to help these organizations realize even further cost and time savings through iEmployee's suite of Time and Attendance solutions and its network of more than 25 partners. The conversion success further stabilizes the business and we look forward to additional returns from this effort in the future."

The expansion of Asure Software's customer base and establishment of direct customer relationships gives the company the ability to further extend the reach of iEmployee's product and partner solutions. iEmployee's Time and Attendance customers can more easily integrate payroll, time clock and other time collection products into their suite of payroll processing technologies to increase efficiency and further reduce operating costs.

iEmployee's Time and Attendance solution, an Asure Software product, has more than 400,000 active users today across a variety of industries. By automating the manual tasks associated with payroll processing such as data collection, calculation, auditing and reporting, iEmployee Time and Attendance eliminates printing, distribution and reprinting costs allowing businesses to reclaim valuable time through employee self service, improve productivity and achieve greater organizational efficiency.

Asure Software's 2010 Second Quarter Earnings Conference Call Scheduled

Asure Software will release its second quarter financial results for the period ending June 30, 2010 on Wednesday, August 11, 2010.

Asure Software will follow this announcement with a conference call for the investment community on Wednesday, August 11, 2010 at 11:00 am EDT (10 a.m. CDT) to further discuss the quarter and outlook. Participating in the call will be Pat Goepel, Chief Executive Officer and David Scoglio, Chief Financial Officer.

To participate on the call, please dial 800-299-8538 ten minutes before the call begins, ask for the Asure Software event, and use a pass code of 89424981. International callers should dial 617-786-2902 and use a pass code of 89424981.

For those who can not listen to the live broadcast, a replay will be available shortly after the call on the investor relations page of Asure Software's website at www.asuresoftware.com.

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 meeting and event 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.

