ASURESOFTWARE

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Asure Software Acquires Roomtag

Strategic Acquisition of Workplace Management Solutions Provider Complements the AsureSpace Workspace Management Suite

AUSTIN, Texas, Aug. 11, 2014 (GLOBE NEWSWIRE) -- Asure Software (Nasdaq:ASUR), a leading provider of workplace management software solutions, today announced that it has acquired Roomtag, a Baltimore-based provider of SaaS-based space, occupancy, assets and move management solutions, as well as a visual directory that enables users to locate staff members, work and meeting spaces, and resources.

"Roomtag's solutions are a perfect complement to Asure Software's solutions. Their solutions help businesses better manage people, space and assets much in the same way our solutions do. This acquisition allows us to add highly visual, advanced asset management, occupancy management and move management capabilities directly to the Asure product line. Additionally, Roomtag solutions are SaaS-based, which is in direct alignment with our technology strategy, and helps meet the rapidly growing demand for Cloud-based solutions," said Asure Software CEO, Pat Goepel. "As the workplace and the workforce become increasingly mobile and global, Asure will be at the forefront of providing solutions to help organizations worldwide to effectively manage people, space and assets."

"The combination of Roomtag and Asure Software delivers what our customers are demanding -- the ability to coordinate space utilization, scheduling, and operations workflows in a simple, browser-based platform that works seamlessly around the world," said Marcia Hart, Roomtag CEO. "Asure Software and Roomtag share a common vision and approach to client services. Now, Asure can offer Roomtag to its customers, and Roomtag customers will benefit from Asure's wide range of offerings, an international platform that offers true global support for global work environments, and product integration with calendar and scheduling capabilities."

Roomtag customers will have continued, full access to their current solutions and will receive timely, ongoing enhancements and upgrades. They also now have the opportunity to expand their current asset management products with additional workspace and workforce management offerings. Marcia Hart, CEO of Roomtag will join Asure Software's consulting team; her reputation as a thought leader and her expertise in the area of space management and utilization continues to build on Asure's competitive advantage as a thought leader in the area of workspace management.

This is Asure's second acquisition this year. Last month, Asure acquired FotoPunch and incorporated its technology into the AsureForce workforce management product suite.

About Asure Software

Asure Software, Inc. (Nasdaq:ASUR) headquartered in Austin, offers cloud-based time and labor management and workspace management solutions that help clients bring space and time together. Asure serves approximately 6,000 clients worldwide and currently offers two main product lines: AsureSpace™ workplace management solutions enable organizations to maximize the ROI of their real estate, and AsureForce® time and labor management solutions deliver efficient management of human resource and payroll processes. For more information, please visit www.asuresoftware.com.

The Asure Software, Inc. logo is available at http://www.globenewswire.com/newsroom/prs/?pkgid=11986

Cautionary Note Regarding Forward Looking Statements

This release may contain forward-looking statements that involve risks and uncertainties. Any forward-looking statements and all other statements that may be made in this news release that are not historical facts are subject to a number of risks and uncertainties, and actual results may differ materially. Please refer to Asure Software's filings with the Securities and Exchange Commission (SEC) for more information on the risk factors that could cause actual results to differ. Copies of Asure Software's filing are available from the SEC, may be found on Asure Software's website, or may be obtained upon request from Asure Software.

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