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## Asure Software Acquires Austin HR: Expanding HR Consulting Reach

AUSTIN, Texas, April 02, 2018 (GLOBE NEWSWIRE) -- [Asure Software, Inc.](#) (NASDAQ:ASUR), a leading provider of Human Capital Management (HCM) and workplace management software, has acquired Austin HR located in Austin, Texas, a professional services firm providing outsourced human resource tactical and professional services such as payroll, employee benefits services, recruiting, training, development and strategic HR consulting.

Since 2011, Austin HR has provided professional payroll processing, HR defined services and human capital strategies to small- and mid-sized companies across the U.S. Austin HR is committed to providing flexible, nimble and cost effective HR solutions, from transactional and tactical to human capital strategies.

"The acquisition of Austin HR supports our vision to deliver a global, innovative, single solution for SaaS-based HCM and workplace technologies to enable an increasingly mobile workforce," said Asure Software CEO Pat Goepel. "Much like our other strategic 'tuck-in' acquisitions, there is a natural synergy between Asure Software and Austin HR, which offers a completely outsourced HR department. Integrating Austin HR's consulting services, combined with our time & labor and workspace management solutions, provide a new opportunity for their clients to experience the complete benefits of Asure Software's full suite of solutions."

Austin HR will fall under the Asure Consulting services offering. Asure Consulting was added to Asure line of services last year. Today, successful human resource management can be a huge obstacle for growing organizations. With the addition of Austin HR to our consulting service, Asure Software will expand our reach nationwide, offering businesses direct access to highly-skilled and expertly-trained HR professionals ready to give advice and guidance.

David Huguen and Laurie Howell, Principals and CoFounders, of Austin HR, agreed, "This is an exciting time for Austin HR, as the acquisition will enhance our ability to provide our valued client base with exceptional, industry-leading products and services as well as greater resources and best practices from both companies. We are committed to ensuring a simple, smooth transition for both our employees and clients."

### About Asure Software

Asure Software, Inc. (NASDAQ:ASUR), headquartered in Austin, Texas, offers intuitive and innovative solutions designed to help organizations of all sizes and complexities build companies of the future. Our cloud platforms enable more than 100,000 clients direct and indirect, worldwide to better manage their people and space in a mobile, digital, multi-generational, and global workplace. Asure Software's offerings include a fully-integrated HCM platform, flexible benefits and compliance administration, HR consulting, and time and labor management as well as a full suite of workspace management solutions for conference room scheduling, desk sharing programs, and real estate optimization. For more information, please visit [www.asuresoftware.com](http://www.asuresoftware.com).

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