

February 1, 2011

Asure Software Announces Corporate Vision for 2011

Cloud Computing, Greater Channel Enablement and Product Innovation Will Bring Added Value and Cost Savings to Customers

AUSTIN, Texas, Feb. 1, 2011 (GLOBE NEWSWIRE) -- Asure Software (Nasdaq:ASUR), a leading provider of workforce management software, today announced its corporate vision for 2011 through which the Company plans to realize new growth opportunities by delivering enhanced value to its partners and customers. Asure Software will achieve its 2011 goals by placing a new focus on Cloud Computing; implementing a strategy for greater channel enablement; and continuing to innovate and deliver high-quality, low-cost products.

"Asure Software realized tremendous success in 2010 with continued customer adoption, increased revenue and innovative product growth," said Pat Goepel, Chief Executive Officer of Asure Software. "To ensure continued success we must remain focused and continue to deliver. In 2011, we will not only leverage our achievements in 2010 but also extend them to bring customers and partners new service models, greater choice among partners and next generation solutions. We're proud of what the company achieved in 2010 and look forward to continued success in 2011."

Leveraging "The Cloud" to Support Productivity and Efficiency

A revolution has been taking place in the industry from which the value of Cloud Computing has grown. From CIO's to IT managers, an understanding of the potential benefits of using Cloud-based personal productivity applications has been realized including lower infrastructure costs, improved flexibility, and the elimination of time-consuming software implementations and upgrades. For these reasons, Asure Software's customers are also demanding a quicker move to the Cloud.

In 2011, Asure Software will create and implement a Cloud-based strategy that will bring the simplicity of Cloud Computing to its customers enabling them to work faster, be more productive and lower costs.

Delivering Added Value and Competitive Differentiation through the Channel

Asure Software has been and will continue to be dedicated to building out the company's partner ecosystem. In 2011, Asure Software intends to introduce a new approach and technology focus for channels interested in adding [Time and Attendance](#) to their offerings. In addition, the company will be enhancing its offerings for its Resource and [Room Scheduling](#) channel. These changes will open new revenue channels for partners while also providing customers with more attractive service and product offerings.

Enabling Predictability with Product Innovation

As the economy and market conditions change so do customer needs in what they require from their software providers. Asure Software is continually investing in product innovation to help customers meet their business goals with low-cost, easy-to-use workforce optimization software solutions. In 2011, Asure Software will introduce next generation products for iEmployee and NetSimplicity customers. The new solutions will be created on Cloud-based platforms enabling easier set-up, integration and management while providing more predictable budgeting and spend options.

"Through the implementation of these key initiatives, Asure Software will continue to bring unprecedented productivity and efficiency gains to customers while revolutionizing how the industry leverages Time and Attendance and Resource and Room Management technology," added Goepel.

For more information about iEmployee, please visit www.iemployee.com. You can also connect with iEmployee through the company [Blog](#), [LinkedIn](#) or [Twitter](#).

For more information about NetSimplicity, please visit www.netsimplicity.com. You can also connect with the company through their [Blog](#), [LinkedIn](#) or [Twitter](#).

About Asure Software

Headquartered in Austin, Texas, Asure Software (ASUR), 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 global cloud based 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, W2 documentation, and room scheduling solutions focused on meeting rooms, equipment and other shared resources. 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.

The Asure Software, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8565>

"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.

CONTACT: Suzanne Tormollen

Atingo Public Relations

(281) 785-1280

suzanne@atingo.com