



FOR IMMEDIATE RELEASE

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This release is accessible at
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ASSET SYSTEMS CELEBRATES 17 YEARS, INTRODUCES NEW LOGO

NAPERVILLE, ILLINOIS, October 1, 2004 - Asset Systems, Inc., a leading provider of Asset Management software and services completed its seventeenth year on September 30, 2004. The company, headquartered in Naperville, IL, markets solutions for medium to large scale organizations to improve their controls over movable fixed assets.

“Fiscal 2004 was a strong year with significant gains in business fundamentals,” observed Alden Snyder, President. “Key to that success is that we have added a record number of new customers and improved the renewal rate of existing clients.” Snyder attributed the renewal rate to “a concerted focus on customer satisfaction and services”.

In concert with the redesign of the company’s web site (www.assetsystems.com) a new logo was announced featuring updated graphics and colors. “The new design emphasizes a nature theme to provide a strong metaphor for our core values,” according to Snyder. A Monarch butterfly was selected as a singular element in the design because of its unique behavior. “After 17 years , we believe the new logo

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provides excellent branding for our future products and services.”

Asset Systems, Inc., based in Naperville, IL, was formed in October, 1987. Its flagship product, AssetWIN, provides bar code based asset management solutions for clients throughout North America. AssetWIN version 5.0 was released in early 2004. Version 6.0 is expected to be released in the first quarter of 2005. For more information call (877) 955-4321 or log on to www.assetsystems.com.

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