

## Press Release

### **ASSET INC. NAMED AS ONE OF CANADA'S 50 BEST COMPANIES FOR THIRD YEAR RUNNING**

**Toronto, CANADA (Jan 12, 2004) – ASSET Inc.**, Canada's leading collection transaction processing infrastructure and supply chain management company, was honoured today with a prestigious award and named as one of "Canada's 50 Best Managed Companies" in the 11th annual award program designed to recognize the accomplishments of Canadian companies.

"To have received this honor for the first time in 2001 was remarkable. To have received it in 2002 and again now for a third straight year in 2003 is an outstanding reflection of our people, all of whom we are truly proud. This is a reflection of continued commitments to service and innovation", said William Meany, President. "Our people and their service offerings have continued to reinvent themselves – to allow us to remain the pioneers in our market."

"Over the past 11 years, Canada's 50 Best Managed Companies program has recognized some of the most innovative and best managed companies in Canada, and we are delighted to celebrate the accomplishments of Asset Inc.," said Tony Grnak, partner at Deloitte, a national sponsor of the *50 Best* program.

The 50 Best Managed Private Companies program was created in 1993 to recognize successful Canadian companies that have proven to be innovative, responsive to changing economic conditions and profitable. The program profiles Canadian companies that have outstripped their competitors, created thousands of jobs, produced accelerating revenues and excelled both domestically as well as in foreign markets. The National Post, Deloitte & Touche, CIBC, and Queen's University sponsor the award.

"Asset Inc. clearly demonstrates innovation, leadership and a focus on their employees and customers," adds James McSherry, Executive Vice President and Managing Director of CIBC Commercial Banking, a national sponsor of the *50 Best* program. "Their example illustrates that focusing on the fundamentals while maintaining a clear vision yields outstanding results."

"Passion for change management, innovation in applying best business practices and the ability to motivate employees were three common business characteristics that distinguished Asset Inc. said Tony Grnak, partner, Deloitte, a national sponsor of the *50 Best* program.

"This achievement is made possible through team work and a shared vision among our employees and supply chain, to excel. Clients and supply chain members who have joined together in cooperative efforts are what have made Asset a leader", adds Meany.

Asset Inc. enjoys the enviable position of operating debt free and with substantial year over year growth in gross sales, net sales and profitability. This puts the company in a strong position to continue to deploy its product offering to more and more regions around the world. "With initiatives underway in 13 different countries, our goal of deploying our solutions globally with maximum reach is becoming reality.", added Meany.

**About Asset Inc.**

Asset Inc. was founded in 1978. The company's services range from collection processing and supply chain management, to collection e-business engineering and consulting. Asset was founded in Toronto, Canada. The company currently supplies various collection-processing technology and infrastructure services to all of Canada's 10 largest banks and financial institutions as well as to over 200 financial institutions worldwide. In addition the company connects hundreds of services partners to their financial institution clients. These include some of the largest law firms, property managers, bailiffs, auctions, collection agencies, private investigators, and process servers in North America. More information available online at [www.asset.net](http://www.asset.net)

**About Canada's 50 Best Managed Companies** ([www.canadas50best.com](http://www.canadas50best.com))

Canada's 50 Best Managed Companies (*50 Best*) is a national awards program that recognizes the 50 Best businesses from a wide range of industries that have implemented world-class best business practices. The program, established in 1993 and entering its 11<sup>th</sup> year, annually recognizes 50 well-managed Canadian companies that must complete an extensive and in-depth interview process to assess and examine its management practices.

National sponsors of the program are Deloitte, CIBC Commercial Banking, National Post, and Queen's School of Business. Information about Canada's 50 Best Managed Companies 2003 is available online at <http://www.canadas50best.com/en/Winners/Requalified/default.htm>