

ASSET INC. NAMED AS ONE OF CANADA'S 50 BEST COMPANIES FOR FOURTH YEAR



Toronto, CANADA (Jan 17, 2005) – ASSET Inc., a global collection transaction processing company, was again honored today as one of Canada's 50 Best Managed Companies in the 12th annual award program designed to recognize the accomplishments of Canadian companies.

ASSET has its' headquarters in Toronto and offices in Melbourne Australia and London England.

"To have received this honour in four consecutive years is truly a significant achievement. This is a tribute to the hard work of our people, and a commitment to our clients and supply chain, all of whom share in this mark of distinction. This is recognition of not only the hard work carried out by our employees but also their commitment to innovation", said William Meany, President.

The 50 Best Managed 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 businesses that have outstripped their competitors, created thousands of jobs, produced accelerating revenues and excelled both domestically as well as in foreign markets.

"The strength of the *50 Best* program is in the rigour of the qualifying process," said James McSherry, Executive Vice-President and Managing Director, CIBC Commercial Banking. "Asset Inc. was selected only after participating in an extensive and rigorous due diligence process to identify and assess each company's management practices. It is absolutely the 50 best who make it onto the final list."

The 50 Best are chosen according to a number of selection criteria – from innovation and business strategy to employee satisfaction, which, along with outstanding customer service, is central to ASSET's strategy.

"This is an outstanding achievement that reflects the creativity and uniqueness of the entire ASSET team," said William Meany, president. "ASSET maintains double digit growth year after year through its use of leading edge technology, which is now into its fifth generation. Credit for the success ASSET has enjoyed through exploiting technology must be attributed to the imagination of its people. Our clients and suppliers have embraced our ideas and solutions and to them we are ever grateful, returning our appreciation with dedication and premier customer service."

ASSET has established relationships and real-time connectivity to thousands of users worldwide, including numerous types of lenders, insurers and other institutions, law firms, property management firms, recovery agents, bailiffs, transporters, collection agencies, skip tracers, private investigators, document agents, government and regulatory bodies, police and law enforcement agencies, Customs houses, insurers and real and moveable property appraisers. "It is an ongoing effort at ASSET to build the best possible supply chain to meet the changing needs of our clients" said 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 thousands of service 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

About Canada's 50 Best Managed Companies

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 12th 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 2004 is available online at www.canadas50best.com

- 30 -

Details of the award can be found in the special edition of the National Post Monday January 17th, 2005 issue.

For more information, please contact:

James Meany, B.A., M.Ed., M.B.A.
Director, Communications
(416) 977-7771
james.meany@asset.net

William Meany
President, Asset Inc.
(416) 977-7771 x254
william.meany@asset.net