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FOR IMMEDIATE RELEASE

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ASF International Launches New Website

ASF International is excited to announce the launch of their new website www.asfinternational.com. "While our former website did a great job of explaining our services to the industry, we feel like visitors to our new site will truly get to see who we are as a company," explains Tamara Valdez, Executive Vice President Marketing. The new website features staff spotlights throughout, showcasing ASF's most important asset: its people. "When prospective clients ask us, 'What sets you apart from other billing and software companies?', we are always quick to answer, 'Our people'. The staff spotlights we've included on our new website are unsolicited testimonials about our amazing team from happy club owners and members. We are really excited to share these as they really help describe what the ASF experience is all about."

Another new feature to the ASF website is a blog module, written by several veteran ASF team members. Sean Kirby, ASF's national sales director, will be one of the bloggers and he's looking forward to sharing his experiences with the industry. "I speak with hundreds of club owners throughout the course of a year. I hear all about the challenges in club operations, work with them to overcome financial dilemmas, celebrate their achievements with them, and I am really excited to have this opportunity to share my industry insight." In addition to Kirby's blog, ASF will also be featuring blogs about marketing, software tips and tricks, and best practices for billing and operations.

ABOUT ASF INTERNATIONAL

ASF offers a variety of EFT/Billing services, ranging from process only to full service follow-up and collections. To complement these services, clients have access to their business management software, including free training and technical support. ASF's cloud based software features several integrated modules, including: sales tracking, member check-in, financial reports, point of sale and scheduler. ASF also offers a variety of marketing programs which are integrated with their software for detailed tracking and performance reporting.