



Press Contacts:
Francesca Galeazzi
+39 071 218 9742
francesca.galeazzi@aethra.com

AETHRA REINFORCES ITS POSITION IN AUSTRALIA AND NEW ZEALAND

Leading video communications company appoints new Country Manager for Australia & New Zealand and establishes a new Sydney office

Ancona, Italy, 16 October 2007 - Aethra® SpA, a leader in the global telecommunications market, today announced to the press the appointment of Mr. Tim Chapman as Australia & New Zealand Country Manager.

Mr. Chapman will be based in the Aethra offices in Sydney, Australia.

Mr. Chapman, who has more than 10 years' experience in the audio-visual telecommunications industry, is responsible for continuing Aethra's on-going success in Australia and New Zealand. His role will focus in particular on the development of new business in the region, which includes fostering close relationships with distribution, carriers and resellers.

Aethra plan to expand into other states of Australian and New Zealand and provide a Think Green Globally backed support service. Aethra's product line covers all requirements from the SME priced multipoint, the X3, up to the latest 720p High Definition X7 with features such as built in 9 screen continuous presence multipoint as standard.

Prior to joining Aethra, Mr. Chapman was National Channel Manager of Unitel, where he successfully developed partners in the video conferencing and IP telephony markets.

In his new role with Aethra, Mr. Chapman will report to Mr. Jason Bowers, the newly appointed Managing Director of the APAC region.

Enquiries for Australia & New Zealand: tim.chapman@aethra.com

About Aethra®

Aethra (www.aethra.com), a leader in the global telecommunications market, develops, manufactures and markets a wide range of high-performance products including video communication solutions, audio conference systems, networking test equipment and products for ISDN and xDSL networks, as well as multiconference audio-video-data service management. These exceptional products have distinguished Aethra as a leader in the telecommunications industry worldwide, reflecting its expertise in bringing cutting-edge communications technologies to the market: for FY 2006, Aethra's turnover reached \$114 million. Aethra is currently present in 65 countries with its own network of partners and sister companies and has offices in Milan, Rome, Miami Sao Paulo, Mexico City, London, Madrid, Paris, Hong Kong, Shanghai, Shenzhen, Beijing, New Delhi.

Founded in 1972, Aethra received the international award "Videoconferencing Company of the Year 2006" in this its 35th year in the telecommunications industry.