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For Immediate Release

AETHRA: A NEW ERA

A new symbol for the leading telecommunications industry player, to illustrate a process of evolution and repositioning, defined by a new brand-oriented business strategy

Ancona, Italy, 25 October 2007 - Aethra® SpA, a leader in the global telecommunications market, today announced the launch of its brand new corporate identity, including a newly designed logo and a new brand-oriented business strategy for repositioning the company in the international market.

Symbol of the new era of Aethra is the company logo: a tree created from traditional telephone wire. The new logo conveys a sense of elasticity, while introducing and intertwining the elements of telecommunications and the environment. The tree - symbol of strength and life - presents a number of transversal elements. These allow the traditional imagery to converge with the company's ethical and environmental values, using an approach unique in the market. In fact, the video communications sector allows businesses to reduce their Co2 emissions by providing the opportunity to meet and collaborate without having to travel.

The distinctive and dynamic imagery of the new logo and the new corporate colours - grey and orange - have the parallel roles of attributing authority and distinction while giving an impression of innovation and technology. The objective of the transformation process from symbol to brand, is an essential part of the new Aethra, which now puts major emphasis on presenting itself and underling its know-how, with the aim of selling its experience first and its products second.

"The new Aethra logo reflects the company's 35 years of experience and know-how, by opting for a new product architecture divided into 3 areas: Solutions, Services and Products", explains Marco Viezzoli, Aethra CEO. "Most important is 'Solutions' because the products are simply 'finishing touches' in a society where knowledge is strategic power. We want to launch a brand-oriented strategy because a strong brand, which already enjoys a certain market confidence, can capitalize on its status", concludes Marco Viezzoli.

The new era of the company has begun thanks to the partnership between Aethra and Univisual, the creators of Aethra's new identity.

"Univisual has begun the transformation process from symbol to brand", explains Gaetano Grizzanti, Identity Advisor and Director of Univisual Brand Consulting. "Most of the company's evolution is concentrated in this transition, where business mentality must adapt to the new market paradigms. This means that the company must change its way of thinking, from product-based business to brand-based business. At sales level, this means that the company must realise that the most important product it has to sell is its brand. Brand positioning is the surest way to create a long-term corporate strategy in today's market", concludes Gaetano Grizzanti.

About Univisual

Founded by Gaetano Grizzanti in 1996, capitalizing on the extensive experience garnered since 1986 in the field of Corporate Identity, Univisual is today one of the leading Italian names in building, revitalizing and maintaining brands and institutional identities.

Univisual has contributed to the success of modern Branding in Italy thanks to the quality and the dynamic innovative spirit of its award-winning projects.
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