

For immediate release

Aethra Supports Sustainability Day 2008: Sweden's Largest Exhibition on Sustainable Business Development

Aethra sponsors Sweden's 4th annual sustainability event, which this year focuses on Return On Investment: Can being responsible also be cost-effective?

Ancona, Italy, -- 22 April 2008 -- Aethra SpA, a leader in the global video communication market, today announced that in line with its ongoing commitment to environmental awareness initiatives it is sponsoring Sustainability Day 2008 held in Stockholm on 23 April 2008, in collaboration with its Swedish distribution partner, Wiktors.

Sustainability Day is the largest exhibition dedicated to sustainable business development in Sweden. The event, now in its 4th year, is organised by the environmental magazine 'MiljöAktuellt', and this year's theme is ROI (Return On Investment): Is being responsible also cost effective? Lectures will be given by prominent figures in the field of environmental protection, including Bo Ekman from the Tällberg Foundation, Jenny Johansson, environmental manager at Sweden's largest bank, Swedbank, and Dr Lars G Hassel from the University of Umeå. The lectures will provide a variety of scenarios on how to run a profitable yet sustainable business successfully.

Sustainability Day 2008 will be attended by over 600 participants including CEOs, purchasers and environmental managers from industry and commerce. The event sets out to provide up-to-date information and insight as well as to encourage new ideas and discussions on industry-related environmental issues.

As the company with the longest experience in the international video communications sector, Aethra was among the first innovators of 'green technology'! Aethra has always been a company with a highly responsible attitude towards the environment. Over the years the company has undertaken a number of voluntary certifications and stipulates rigorous controls in its production processes, it has promoted awareness of the environmental benefits of video communication and most recently has established a partnership with a company, whose mission is to reduce in a sustainable and permanent way, CO₂ emissions.

Aethra believes that its dedication to providing innovative video communication technology can truly contribute to a radical change in business practices, which will ultimately result in a sustainable solution to climate change.



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, Shanghai, Shenzhen, Beijing and New Delhi.

Founded in 1972, Aethra received the international award "Videoconferencing Company of the Year 2006" in January 2007 its 35th year in the telecommunications industry.