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For immediate Release

Aethra Video Link Announces New Bollywood Movie

The Aethra Vega X7 HD videoconferencing system links Miami, USA and Mumbai, India for 3-hour virtual press conference

Ancona, Italy, -- 29 April 2008 -- Aethra SpA, a leader in the global video communication market, today announced that the new Bollywood movie production "Sarkar Raj" was launched during a live videoconference link between the Aethra.Inc offices in Miami, USA and a press conference in Mumbai, India on 20 April 2008.

The press conference lasted for an uninterrupted 3 hours thanks to a high quality videoconference link using an Aethra Vega X7 HD system, which was connected to the hotel in Mumbai at 512Kbps ISDN.

The stars of the new movie Mr. Abhishek Bachchan & Mrs. Aishwaraya Rai Bachchan are two of the most famous actors in Bollywood and Mrs. Bachchan, also an ex-Mrs. World, is known worldwide. The couple, who were celebrating their 1st wedding anniversary in Miami, answered questions from hundreds of journalists from all over India taking part at the press conference held at a hotel in Mumbai.

http://www.youtube.com/watch?v=1JYlr7j_bDc&NR=1

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.

Aethra S.p.A.

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