

Aethra Appoints New Director for the Global Management and Development of Human Resources

Ancona, Italy, -- 6th May 2008 -- Aethra SpA, a leader in the global video communication market, today announced the appointment of Mr. Stefano Meloni as new Director of the Human Resources Department. Mr. Meloni is responsible for the management and development of Aethra personnel at global level and reports directly to Aethra CEO, Mr. Marco Viezzoli. With the appointment of Mr. Meloni the management of Aethra resources will focus in particular on the professional growth and development of existing company personnel.

Mr. Meloni is based at the Aethra Headquarters in Ancona but will also travel widely to coordinate Aethra offices and staff worldwide and is therefore the new point of reference not only for Aethra SpA but for all Aethra companies and branch offices worldwide. He will collaborate closely with Aethra's Executive Management to develop new strategies and will continue working on recently launched projects such as Management by Objective and Potential Analysis.

Prior to joining Aethra, Mr. Meloni was Human Resources, Communication & Global Services Manager for Tirreno Power SpA, one of Italy's largest electrical power producers, and prior to that held a variety of roles within the SARA insurance company.

Mr. Meloni has a law degree and is a qualified attorney. He is also a free lance lecturer at one of the most important private Universities in Rome, the LUISS Guido Carli and also at CEIDA (The Italian Centre for Corporate Management), where he is also a member of the Scientific Committee.

Mr. Meloni is Chairman and Panel Component for events and forums organized by Business International.

"We are delighted to have Stefano on board", said Marco Viezzoli, Aethra CEO. "His experience and expertise are invaluable, especially at a time when we have a number of important HR project in progress. Aethra has always considered Human Resources to be one of its greatest strengths and this new appointment reflects its continued commitment to prioritizing personnel development and highlights the importance of worldwide coordination in a globally expanding company".



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.

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