



AETHRA APPOINTS PROMPTUS COMMUNICATIONS AS MASTER DISTRIBUTOR FOR OCEANIA

Italian video conferencing leader consolidates its go-to-market strategy with new distribution agreement in ANZ

Ancona, Italy, 21st May 2008 - Aethra® SpA, a leader in the global telecommunications market, today announced the execution of a Master Distribution agreement with Promptus Communications based in Sydney Australia, a leading value-added distributor specializing in conferencing solutions, broadband and converged access solutions and security products in Australia and New Zealand.

"As a partner, Promptus brings a wealth of experience in the conferencing market in Oceania region providing logistics, billing and support to the Aethra resellers," said Marco Viezzoli, Chief Executive Officer of Aethra SpA. "We are pleased to be working with the Promptus team to further penetrate and grow in the Oceania market and continue the market share gains currently being enjoyed by Aethra."

"The Aethra products have enjoyed huge success in the European and Americas markets and we expect them to perform strongly in this market," said Michael Smith, Chief Executive Officer, Promptus Communications Group. "We are delighted to be partnering with Aethra as we go forward in the Oceania market, a region that has been identified as a high growth and emerging market for broadband and converged access services and videoconferencing products. Our distribution relationship with Aethra reflects our commitment to provide our customers with best-in-class products that address these emerging markets."

According to Frost & Sullivan, Australia is one of the top-bracket countries in the Asia Pacific market in terms of the videoconferencing endpoints market, where the bar has been raised for connecting knowledge workers, with each other and with customers, which has led to an ever increasing demand for videoconferencing solutions. Australia has long been an adopter of videoconferencing technology, where some of the more sophisticated deployments are emerging, especially in banking and finance enterprises.

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 and 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.

About Promptus Communications

Promptus Communications is an international value added distribution, services and support company specializing in high speed access, security and conferencing solutions for a broad range of technologies including ISDN, IP, Frame relay, ATM, ADSL, ADSL2+, VoIP and VoDSL. Promptus' sphere of operations includes Australia, Hong Kong, North America and Europe. Research, development and manufacturing of Promptus branded products is undertaken in the US. Since formation, the consistently high quality of Promptus products, people and support has propelled the company to a leadership position in these technology areas. In conjunction with past and current partners, over 40,000 systems have been delivered to 10,000 customers worldwide. Promptus core strengths include the technical depth and experience to provide a consultative approach to understanding and delivering customer solutions.