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AGORÀ D'ORO 2008: AETHRA BRANDING PROJECT WINS PRESTIGIOUS COMMUNICATIONS AWARD

Best corporate branding and coordinated image: the highly prized Italian award goes to leading global video communications company

Ancona, Italy, -- 18 June 2008 -- Aethra, a leader in the global video communication market, today announced that it has received the prestigious Italian Communications Award, Agorà d'Oro 2008 for its corporate branding project, which also received the award for best 'Coordinated Image'. The awards were conferred during the XXI edition of the Agorà d'Oro held in Palermo on 7 June 2008.

Innovative and stylish, Video Communication 'made in Italy' is the recipient of this important recognition, demonstrating the outstanding value created by the new Aethra brand.

"The innovative declination of the logo into a truly stylistic, modern and captivating format renders the identity of the brand entirely new": this the reason given by the panel of judges, made up of marketing and communication experts, for the decision to award the corporate branding project created for Aethra by Univisual, one of the most important Italian communications agencies based in Milan, and point of reference for brand identity consulting.

Promoting the new Aethra brand identity project is Elena Viezzoli, Vice-president and Director of Brand Strategy for the Aethra group as well as International Marketing Director: "Our objective was to create a new identity for Aethra that reflects its 35-years consolidated experience in the telecommunications sector, while at the same time enabling it to transmit the company's new strategy of design, brand and communication. The result is a completely new image that reveals an innovative style while providing solid roots for communicating experience, development, and the evolution of our identity towards parameters of excellence".

Gaetano Grizzanti, Univisual 's founder and Brand strategy Director, is one of the most renowned experts in brand design today. His comments re Aethra's award: "The primary objective of Univisual was to render the identity of the Aethra trademark coherent with the true value of its market offering, by initiating a process of transformation from trademark to brand. A large part of the company's evolution is concentrated in this transition, where business mentality evolves into the new market paradigms, in the knowledge that in today's market, the first product to be sold is one's own brand".

The Agorà d'Oro award is a significant acknowledgement of Aethra's commitment to communication and company image, considering the average investment made by Italian companies in this sector: according to data presented during the course of the Agorà 2008 event, of the four million Italian companies, less than 25% invest in projects related to visual identity, a



figure which decreases to less than 20% when considering those who invest in integrated communication projects.

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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