



For Immediate Release

Aethra Signs Agreement with Keysco Co Ltd for distribution of its Video Conferencing Solutions in the Korean Market

New strategic agreement in leading information technology market, another giant step forward in the global expansion of Italian video conferencing leader

Ancona, Italy, -- 18 June 2008 -- Aethra SpA, a leader in the global video communication market, today announced that it has signed a new agreement with Keysco Co. Ltd for the distribution of its video conferencing product range throughout the Korean market using Keysco's well-established sales network.

Keysco provides high-quality streaming solutions using H.264 on the internet and also provides set-top boxes for IPTV in Korea. Aethra's solutions are targeted perfectly at Keysco's large customer base and its solutions can also be integrated into their streaming technology. In addition, Keysco has a number of successful reference accounts in the government sector in Korea, a joint partnership with Korea Telecom providing IT intelligent solutions, and is one of the leading companies in the VOD (Video On Demand) market in Korea. With nation-wide sales channels and the possibility of integrating Aethra products into Keysco solutions, makes this new partnership highly beneficial for expanding Aethra market share and brand awareness in Korea.

Keysco will distribute the entire Aethra video communication range, with a particular emphasis on the Vega X Line series of set tops, X3, X5 and X7, the Maia XC videophone and the Aethra Director Suite, which are perfectly targeted at the Korean market.

Thanks to this new agreement with Keysco, Aethra intends to reach revenues of around \$450,000 within FY 2008, with a forecasted growth rate of 30-40% in the same period.

Kwangyoung Seo, CEO of Keysco said, "I'm very proud to be Aethra's distributor and I believe that we can create good synergy for business improvement in Korea in this long-term and strong relationship. Keysco has been developing video streaming solution based on H.264, and we also have launched a Unified Management System which integrates internet broadcasting into video conferencing through our agreement. I believe this is a great business opportunity for Aethra and Keysco"

"We are delighted to have such a key player in the Korean IT market as our partner", said Mr. Marco Viezzoli, CEO Aethra. "Korea is a world leader in terms of Information Technology and already has the necessary infrastructure in place to take advantage of all the benefits of videoconferencing. The combination of the specialised competences offered by an Aethra-Keysco partnership will provide the Korean market with unique video conferencing opportunities.

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 \$1 14 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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