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For Immediate Release

Aethra Announces New UK-based Company, Aethra Communications Ltd

Italian video conferencing leader aims to take its brand to the top in the largest and most consolidated video communications market in Europe through its newest Aethra Communications Ltd

Ancona, Italy, -- 4 July 2008 -- Aethra, a leader in the global video communication market, today announced that it is strengthening its brand identity and visibility in Europe's largest and fastest growing video conferencing market through Aethra Communications Ltd, the new UK-based company created to provide a strategic platform from which to develop new sales channels and enrich its distribution network.

"Now is the time to strike in the UK", explained Marco Viezzoli, CEO Aethra. "Thanks to our new brand identity and market philosophy, we are able to provide the UK market with an alternative approach to achieving top-class communications solutions. We have passed the point where just churning out great technologically sound products is enough for business applications; our know-how in telecommunications has enabled us to achieve exceptional levels of quality and now our new vision is to go 'beyond technology' with a new range of innovative products".

Andy Wright, Managing Director for Aethra Communications Ltd said, "Aethra is a very special company and I am proud to be spearheading their new operations here in the UK. Our offices have already been set up and I've recruited a team of specialists to work with me on developing the UK market. Aethra's technology and support services are already strong and our main focus is to recruit resellers across the UK. The video conferencing market has exploded over the past 5 years and Aethra are perfectly positioned to capitalise on that expansion. Our ultimate goal is to become to be the undisputed third player in the UK market within 3 years".

The UK market for video conferencing systems is the by far the largest and most consolidated in Europe. According to a videoconferencing report by Key Note Publications (March 2007), the UK market for video conferencing equipment and services will grow from £202m in 2006 to £294m in 2011. Industry analysts Wainhouse Research also report revenues of over £41m in 2007 just for the executive and room-based video conferencing system sector (Videoconferencing Endpoints Quarterly Report, May 15, 2008).

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

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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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