



For Immediate Release

**ADIVENT TO PROVIDE SALES OUTSOURCING SERVICES FOR AETHRA
IN CENTRAL EUROPEAN TELECOM MARKET**

A new partnership between the leading companies Adivent and Aethra to focus on increasing sales of Networking Division line of products

BERN, Switzerland, ANCONA, Italy, Sept., 30, 2008 – Adivent (<http://www.adivent.eu>), a European sales outsourcing company focused on the telecom market, today announced that Aethra (<http://www.aethra.com>), a leading player in the global telecommunications marketplace, has contracted with Adivent for sales program development and execution targeted to telecom operators in Central Europe. The new partnership may extend into other areas such as Northern Europe in the future. Adivent offers a new alternative that streamlines the sales and operations process and allows telecom suppliers to quickly establish a sales presence in Europe at a fraction of the time and cost it typically takes using traditional methods.

“Aethra is a great example of a highly diversified hardware company that needed a focused and targeted sales campaign for a very specific line of business, and instead of investing in the hard costs of building out a program, turned to Adivent and its established network of telecom sales professionals,” said Gianni Burzi, managing partner at Adivent. “We look forward to working together with Aethra and helping the company grow its market share in Central European.”

Adivent will focus on helping increase sales of Aethra’s industry leading network products, including its carrier-grade gateway, ISDN and xDSL systems. Its SalesTargetSource™ sales offering provides a complete turnkey service to quickly ramp-up a sales team that has an extensive network of telecom relationships, certified sales skills and a proven track record of success. The services are backed by a Service Level Agreement that guarantees fees are only charged after pre-determined results have been delivered. In addition, Adivent offers complete transparency into sales campaign progress and direct access to and directional input with its new sales force.

“When we decided to focus more sales resources toward our network systems within Central Europe, the challenge was to find the most effective solution to optimize penetration, and valorize our range of networking products in these markets,” said Marco Viezzoli, CEO of Aethra. “With Adivent, we can quickly begin the selling process at a fraction of the cost and leverage the experience and professionalism of its established network of sales associates.”

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 networking test equipment and products for ISDN and xDSL networks, video communication solutions, audio conference systems, as well as multi conference audio-video-data service management. Aethra is currently present in 65 countries with its own network of partners and sister companies, and international offices in Miami, Sao Paulo, Mexico City, Madrid, Paris, Shanghai, Shenzhen, Beijing and New Delhi. Founded in 1972, Aethra received the international award "Videoconferencing Company of the Year 2006" in its 35th year in the telecommunications industry, and is the recognized partner of over 40 telecommunications carriers worldwide. Aethra's exceptional products have distinguished the company as a leader in the telecommunications industry worldwide, reflecting its expertise in bringing cutting-edge communications technologies to the market.

About Advent

Advent offers a highly defined set of sales outsourcing services designed to help telecom vendors increase sales among the leading service providers in Europe. Based on its extensive network of contacts, certified sales skills and proven track record, Advent assumes much of the risk small- to mid-sized software and hardware suppliers' face when establishing a Europe-based sales organization or channel strategy. From targeted sales research and coaching to channel partner and sales force deployment, Advent helps customers develop sales strategies and operational sales forces that are focused, results-driven and leverage years of experience selling into the largest telecom providers in Europe. For more information visit: <http://www.advent.eu>.

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