



For Immediate Release

**Aethra Signs Agreement with Global Technology Provider Ingram Micro
for the Distribution of its Video Communication Range
in Singapore, Philippines and Vietnam**

New strategic agreement to increase Aethra revenues and brand awareness in emerging South East Asian regions marks the continued global expansion of the Italian video conferencing leader

Ancona, Italy, -- 15 October 2008 -- Aethra SpA, a leader in the global video communication market, today announced that it has signed a new agreement with Ingram Micro for the distribution of its entire video communications product range throughout Singapore, the Philippines and Vietnam. Ingram Micro, the world's largest technology distributor and a leading technology sales, marketing and logistics company, is in the prime position to increase awareness of the Aethra brand and products in these emerging markets thanks to its extensive network of over 500 resellers in the region.

Ingram Micro now distributes the entire Aethra video communication suite, including the High Definition range: Athena, the new rollabout system unique for its original modular and customizable features, Electra, the exclusive rollabout for telepresence and the Vega X7 set-top, as well as the newly launched Maia XC Top videophone, the truly innovative all-in-one solution created expressly by Aethra for SOHO –Small Office Home Office - and Small and Medium Businesses, that offers professional video communications, IP telephony, Internet and email access, Instant Messaging and photo image management.

Since its beginnings in 1979, Ingram Micro has connected technology solution providers with vendors worldwide, identifying markets and technologies that shape the IT industry. Today, Ingram Micro remains at the forefront of the global technology marketplace, bringing the latest products and services to market and finding new ways to bring value to customers. The company offers a broad array of solutions and services to approximately 170,000 resellers by distributing and marketing hundreds of thousands of IT products worldwide from nearly 1,400 suppliers. Ingram Micro serves 150 countries and is the only global IT distributor with operations in Asia.

Mr. Francis Choo, Managing Director, Ingram Micro Asia Ltd said, "As a leading distributor of IT products and solutions worldwide, we pride ourselves on providing customers with the most comprehensive video conferencing offering available. The new partnership with Aethra now enables us to include unique design-based and technologically advanced solutions".

"We are convinced that Aethra's cutting-edge, exclusively designed systems and Ingram Micro's key position as world leaders in terms of technology distribution will be a highly

successful combination in the Singapore, Vietnam and Philippines markets, which will quickly lead to heightened awareness of the Aethra brand and greater market penetration” explained Mr. Marco. Viezzoli, CEO Aethra. “We are delighted to be working with such a key global player in these exciting emerging markets”.

According to Frost & Sullivan’s Video Conferencing Infrastructure Market report, the Asia-Pacific video conferencing infrastructure market has seen considerable growth in the last two years. In addition the report found that the ASEAN video conferencing infrastructure revenue for 2007 was US\$2.4 million with a 2008 projection of US\$3.1 million, year-on-year growth of 30.6 per cent CAGR for 2007-2011, and the estimated market size in 2014 is US\$9.2 million. (Source: Frost & Sullivan finds a sharp rise in videoconferencing infrastructure investments made in the Asia Pacific, MIS-Asia.com, 15 July 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 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.

About Ingram Micro Asia Ltd.

Ingram Micro Asia Ltd, (a wholly owned subsidiary of Ingram Micro Inc.) headquartered in Singapore, is a leading wholesale provider of a wide range of computer products in Asia Pacific. Today, we represent more than 90 vendors in Asia Pacific with more than 24,000 products including Application Software, Systems, Networking, Storage, Printers and Peripherals products. Ingram Micro can be found at www.ingrammicro.com.sg

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