

For Immediate Release

China Awards 2008: Aethra Receives “Lombard Elite” Award for the Best Demonstration of Italian Technology in China

Italian video communications leader singled-out for prestigious recognition during the third edition of the China Awards organised by the Italy-China Foundation and Milano Finanza

Ancona, Italy, -- 1 December 2008 -- Aethra, a leader in the global video communication market, today announced that as part of the China Awards 2008 it has been awarded the “Lombard Elite” award for the best demonstration of Italian technology in China. The “Lombard Elite” award, which was introduced in last year’s edition of the China Awards, is presented to one Italian or Chinese company, business or institution, which has distinguished itself in terms of the relationship with its counterpart, and is considered the most prestigious of the awards, being presented to a single company.

The awards were assigned by a noted panel of judges, including among others Cesare Romiti President of the Italia-China Foundation, Paolo Panerai Vice-President and Managing Director of Class Editori and Sun Yuxi Ambassador of the People’s Republic of China in Italy.

In all, the China Awards recognise circa 30 companies with a series of awards divided into six categories: Lombard Elite, Olympics 2008 award, Top Investors in China, Top Investors in Italy, Creators of Value in industrial sectors and districts, and the Golden Lion.

This year’s awards were presented during a ceremony held in Milan on 27 November, at the Hotel Principe di Savoia. The proceeds of the Charity Dinner go to the Lifeline Express project, a no-profit organization that offers surgical care free-of-charge to people affected by cataracts in the most remote and poverty-stricken areas of China.

The evening was also attended by Gold medal winners from the recent Olympics in Beijing.

The China Awards, now in their third edition are organized by the Italy-China Foundation and Milano Finanza, and provide annual recognition to those Italian companies who have best gathered the opportunities presented by the Chinese market, and those Chinese companies that have best gather the opportunities offered by the Italian market.

The objective of the event is to communicate the importance of internationalization for both Italian and Chinese businesses, highlighting the benefits to be gained from the flow of capital, manpower, ideas, goods and services between Italy and China.

About Aethra®

Aethra S.p.A.

Via Matteo Ricci 10, 60126 Ancona - Italy - Tel +39 071 21 89 81 - Fax +39 071 88 70 77 - Video +39 071 2189701 - www.aethra.com

Contact Centre: Tel +39 071 21 89 800 - Video +39 071 21 81 412 - info@aethra.com

C.F.-P.IVA-VAT IT/Iscri. Reg. Imprese AN: n. 00094260429 - R.E.A. Ancona 66041 - Cap. Soc. € 2.080.000 I.V.





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 multi-conference 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 this its 35th year in the telecommunications industry.

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