

Press Release

Ancona, 08 April 2009

Aethra is Premium Partner of Yamaha Motor Racing

Aethra, leader in the telecommunication market, is proud to announce the partnership with Yamaha Motor Racing, the company of Yamaha Motor Group that it's based in Lesmo (Milano). Yamaha Motor Racing manages the Yamaha Factory Racing Team since 1999 and it will participate to the 2009 Moto GP championship with Valentino Rossi and Jorge Lorenzo wearing the colours of Fiat Yamaha Team. Yamaha and Aethra, apparently different companies, share the same ambition indeed: developing technology for speed. Racing for Yamaha, communication for Aethra.

Thanks to videoconferencing, "ideas flash like motorbikes" in the air, reducing costs for decision making. According to this partnership, Aethra will provide Yamaha with its videoconferencing systems (that will be located in the new headquarters of Yamaha Motor Racing). Besides Yamaha can also use Meeting Web, an interactive and multimedia service that integrates voice, video, data and multimedia in a single solution, own pc.

"We are really delighted of this partnership with Yamaha" says Elena Viezzoli; Vice President and International Marketing Director of Aethra, "And we are also proud that this well-known brand has chosen Aethra. Every product is a perfect synthesis of functionality, technology and design Made in Italy.

Lin Jarvis, Managing Director of Yamaha Motor Racing says: "We are happy to welcome Aethra among our partners. Located in our recently opened headquarters, the audio/video conference system will increase communication between the several sites of the group, above all with Japan and our faraway partners.

It will also be available to Yamaha Motor Italy and Yamaha Motor R & D Europe, based in this same complex.

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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 2008, 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, San 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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