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# PRESS RELEASE

**For immediate release**

Wednesday, February 13, 2008

## **Audemat-Aztec becomes Audemat** *Name change reflect newer and larger company*

Bordeaux-Mérignac, France – Wednesday, February 13, 2008, Audemat ([www.audemat.com](http://www.audemat.com)) announced that they have decided to officially change their name from Audemat-Aztec to Audemat to ease their communication. Audemat has grown rapidly (25% growth average over the last 10 years) 8.9M Euros (\$13M) in 2006 to 15.34M Euros (\$22.39M) in 2007 for the whole group. With the recent acquisitions, Audemat now owns two companies Egreso (TV and FM transmitter Manufacturer) and Nortek (TV monitoring and Test and Measurement equipment manufacturer). “It seemed simpler to use Audemat instead of Audemat-Aztec now” States Bruno Rost, President of the Audemat Group. “It is like a return to old times when we were called Audemat, before the acquisition of Aztec” adds Rost. The new Audemat logo will slowly replace the old Audemat-Aztec logo over a period of one year, on marketing materials, product front panels, technical manuals etc... Audemat also has a new domain, [audemat.com](http://audemat.com).

### **About Audemat:**

The AUDEMAT group (<http://www.audemat.com>) is pioneer in the conception and manufacturing of innovative products for Broadcast professionals.

Almost one third of the staff is dedicated the development of innovative technologies.

The AUDEMAT group is the only European company that has won 11 awards in 8 years for product innovation at the World Broadcast Show (NAB – Las Vegas).

The Audemat group is privately owned by the board of Directors, as well as Innovacom (a risk capital company specializing in innovative businesses in the Telecom) and by Galia Gestion (a regional management company, subsidiary of the Caisse D'epargne Aquitaine Poitou Charentes).

About 100 employees are located at the Bordeaux-Merignac site. The AUDEMAT group has two subsidiary companies in Beijing (China) since the beginning of 2008 and in Miami (Floride-USA). Composed of 7 employees in the USA, the subsidiary is in charge of developing sales activities in North and South America, Australia and New Zealand. The AUDEMAT group recently acquired Nortek, a TV specialist located in Lille, France.

The AUDEMAT group has been ISO9001 certified for 10 years; it recently obtained ISO14000 certification

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(environmental management standards). Since 2007, the AUDEMAT group has dedicated part of its profits to compensating CO2 gas emissions by being part of actions for sustainable development around the world.

For more information on the AUDEMAT group please contact: Sophie Lion Poulain at +1 305 249 3110 ([lion@audemat.com](mailto:lion@audemat.com)) Miami office (Florida-USA).

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