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PRESS RELEASE

New Worldwide Marketing and Communication Manager appointed for Analog Way

Massy, France, October 10, 2007 - Analog Way, a leading designer and manufacturer of innovative Image Converters and Seamless Switchers, announces the appointment of Ludovic Vossovic as Worldwide Marketing and Communication Manager. Based out of Analog Way's headquarters in Paris, France, Ludovic Vossovic supports the marketing strategy for the group and develops communication to enhance the visibility of Analog Way's products through media and events.

"We are thrilled to welcome Ludovic in our team and are confident that thanks to his experience he will further develop and consolidate Analog Way's image worldwide", declares Marc Loret, President at Analog Way. "Analog Way is a strong innovative company, which already has an excellent reputation worldwide and keeps on following up an impressive development. I am honored to integrate such an efficient group", comments Vossovic.

Prior to joining the company, Vossovic began his career in advertising for radio channels and A/V Press. He then joined Avid Technology as Field Marketing Representative for Digidesign France and then contributed to set up a post production company in 2002 in Paris.

About Analog Way

Founded in 1989, Analog Way is a leading designer and manufacturer of innovative image converters with worldwide locations (USA, France and Singapore). The company designs a wide range of computer to video scan converters, scalars, seamless switchers and up/down converters. The products provide the most advanced solutions in the Broadcast, AV, Rental & Staging, Church, Corporate and Industrial markets. For further information, do not hesitate to visit our website at: <http://www.analogway.com>

