



PRESS RELEASE- For immediate release

Sales Contact:

US: salesusa@analogway.com
Europe: saleseuro@analogway.com
Asia: sales@analogwayasia.com

PR Contact:

Amandine Teyssier
Tel: + 33 1 64 47 14 14
Email: marketing.a@analogway.com

***Analog Way announces the appointment of its new
Chief Executive Officer***

July 2009 - Analog Way, designer and manufacturer of innovative image converters and presentation switchers celebrating its 20-year anniversary, is pleased to announce the appointment of Adrien Corso as Chief Executive Officer for Analog Way.

Based out of Analog Way headquarters in Paris, France, Adrien Corso joined the company as new Chief Executive Officer in May 2009. Adrien Corso is in charge of the overall management of Analog Way group, including the subsidiaries in the US and Asia. He will also be responsible for the implementation of Analog Way's business mission.

Prior to joining Analog Way, Adrien Corso worked several years in the electronic industry. He was General Manager of a subsidiary of the world's largest precision scales manufacturer. In an international environment, Adrien drove high-technology projects and managed multidisciplinary teams.

"Analog Way is a company showing a big success, with quality products and great international presence. I am pleased to join Analog Way for its 20th anniversary, which marks a turning point for the company. I will enthusiastically implement the firm's project and put technological innovation but also service and customer support at the heart of our approach", states Adrien Corso, new CEO at Analog Way.

Marc Loret, President and co-founder of Analog Way, will now focus on drawing up the corporate strategy and product development policy.

"We are delighted to welcome Adrien Corso at Analog Way as the new CEO of the company. We are confident that his experience and organizational skills will be valuable assets in the implementation of Analog Way's business strategy", comments Marc Loret, President and co-founder of Analog Way.



Analog Way – 20 years of innovation

Analog Way is a leading designer and manufacturer of image converters and presentation switchers 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>

For more information, please contact our PR department at +33 1 64 47 16 03 or send an email to: marketing.a@analogway.com