



Aria Technologies wins global LG-Ericsson Partner Award

Melbourne-based business wins award for the sixth time in ten years

Melbourne, xx November 2011: Aria Technologies, a major Australian distributor of advanced communications products for businesses has picked up the *LG-Ericsson Global Partner of the Year Award*. Aria overcame all other LG-Ericsson Enterprise Business partners globally from **40** different countries to win the award.

In addition to the Global Partner award, Aria Technologies' South African business also won the *Best Performance Award from LG-Ericsson*, which is based on the growth of the business over the last year.

As part of winning the award, Aria Technologies has over the last year demonstrated growth in the business against proposed targets, won praise for the sales and marketing initiatives undertaken with LG-Ericsson products in Australia as well as innovative new ways of bringing the products to market.

Rob Pierce, CEO, Aria Technologies comments, "Winning for the sixth time in ten years is very special for all involved with Aria Technologies. What's particularly pleasing for us is the quality of LG-Ericsson partners across the globe and how we're recognised as one of the leading global partners.

"Each year we come up against the major distributors in the US, UK and Europe and time and time again we do very well against what are regarded as the 'big boys'. The partnership we have with LG-Ericsson is very open and transparent and we have a wonderful working relationship with them."

Ahed Alkhatib, Head of Enterprise Business international sales dept, LG-Ericsson comments, "We congratulate Aria Technologies on a very well deserved win for their Global Partner of the Year Award. Aria has shown year on year growth over the last ten years, and it's their unique and innovative way of bringing our products to market in Australia that makes them stand-out amongst the global partner network. We must also give special mention to Aria Technologies South African business, which we expect to feature very strongly in the next 12 months."

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About Aria Technologies

Aria Technologies is an award winning Australian distributor of some of the world's most popular and advanced IP communication solutions from LG-Ericsson. Aria partners with this leading global manufacturer to provide full local engineering support and training to 200 plus channel partners

throughout Australia, as well as stocking a full range of new systems and spare parts to meet market demands quickly. The company was founded in January 2000 and is an innovative provider of sales, marketing, technical and logistics support to its 200 plus channel partners. Since inception, more than 100,000 systems have been supplied to the Australian market. Aria Technologies is supplier of Australia's number one selling system in the 0-100 port market and also is supplier to some of Australia's largest carriers including Telstra and Macquarie Telecom.

Aria Technologies is based in Melbourne, with offices in Sydney, Brisbane, Perth and Johannesburg.

For more information visit: www.ariatech.com.au

About LG-Ericsson:

LG-Ericsson is a joint venture between Ericsson and LG Electronics, where Ericsson holds a majority stake, since July 2010. The company aims to become a leader in telecommunication equipment industry, providing customized solutions for operators and corporations, with a portfolio ranging from mobile and fixed network infrastructure, enterprise, to optical solutions.

The company has 1,300 employees and is headquartered in Seoul, Korea, with its R&D center in Anyang, Korea.

For more information, go to: www.lgericsson.com