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Aria Technologies acquires exclusive LG-Nortel distribution in South Africa

Significant demand from South African market results in expansion

SYDNEY, AUSTRALIA - 31 March, 2010 - Aria Technologies, the exclusive Australian distributor for LG-Nortel, has expanded its business to South Africa with the purchase of exclusive LG-Nortel distribution rights from Ericsson.

Aria Technologies will benefit from the local expertise and entrenched engineering know-how of the transitioned LG-Nortel team. Aria Technologies will deliver LG-Nortel's telephony solutions throughout South Africa and surrounding regions including Nigeria, Kenya, Mozambique and Botswana. The company is working closely with Telkom, Africa's largest telecommunications network provider, to finalise distributor and supplier agreements that will see LG-Nortel's share of the 0-500 ports market grow to as much as 75 percent.

"Based on our strong performance in Australia, LG-Nortel invited us to consider extending our presence to South Africa," said Rob Pierce, general manager, Aria Technologies. "Not only is the South African market and culture very similar to ours, there are a lot of parallels in terms of telecommunications infrastructure and network standards. There is solid market demand for the solutions that we offer too, so we are very pleased to be able to make this happen now."

"Our successful, long-term partnership with Telstra has given us a great opportunity to translate all of those skill sets into working with Telkom in South Africa," Rob continues. "Adding our credentials as an LG platinum partner and largest distributor outside of Korea, we're confident of becoming a formidable presence in the local telephony industry - offering only the most advanced communications solutions and engineering support for the South African market."

The acquisition of the South Africa operations sees Aria Technologies bolstered by sales, engineering and support capabilities from existing Ericsson staff dedicated to the LG-Nortel product line. It caps

off an exciting month for Aria Technologies, who have recently launched the LG-Nortel W-SOHO telephone system, a wireless solution for small businesses that eliminates all physical cables except AC power. Aria Technologies will be supplying W-SOHO - along with its entire LG-Nortel portfolio - initially through Telkom and later through local resellers throughout sub-Saharan Africa.

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About Aria Technologies

Aria Technologies is the leading Australian distributor of some of the world's most popular and advanced communication solutions from LG-Nortel and ShoreTel. Aria partners with these leading global manufacturers to provide full local engineering support and training to 160 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 160 plus channel partners. Since inception, more than 62,000 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 commands dominant market-share for systems supplied to Australia's largest carrier Telstra, which are marketed under the Telstra brand.

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