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Axis Communications strengthens its position in the European market

Axis Communications has concluded distribution agreements with seven new partners in the main European markets. For several years Axis has focused on improving distribution channels in order to strengthen its position in key volume segments and pave the way for new products.

New agreements have been signed with Ingram Micro in Sweden and France, Azlan in Spain and Portugal, Adimpo in Spain, Allnet in Germany and MicroP in the U.K. These partners give Axis access to thousands of additional resellers in Europe.

Ingram Micro, the world's largest IT distributor, has been a partner for many years in the United States and Germany and the relation is now expanded.

"We are looking forward to working with Axis. The company has a competitive line of products and is about to release new, exciting products as well," says Jesper Nilsson, Area Business Manager at Ingram Micro in Sweden.

Charlotta Falvin, Director of Sales and Operations at Axis, views the new distribution agreements as a result of Axis' long-term efforts in Europe.

"I am very pleased that we have reached agreements with some of Europe's most successful distributors and I am looking forward to the results by the end of our fiscal year," she comments.

About Axis

The Axis Communications Group with the parent company Axis AB is a leading company in network connectivity and emerging wireless Internet-based services. The company is at the forefront of developing network appliance solutions that enable people and organizations to get easy and immediate access to devices and services. Axis is one of the global leaders in several key thin server and network device markets, such as printer, storage and video connectivity, and is doing pioneering work in the rapidly expanding markets of wireless and mobile communications.

Founded in 1984, Axis employs more than 500 people worldwide, including the subsidiary 50 percent owned Netch Technologies. The group had a turnover of approximately 695 MSEK in the financial year 1999/2000. Axis is headquartered in Lund, Sweden and has a total of 28 offices throughout North America, Asia and Europe. Axis is a publicly traded company on the OM Stockholm Exchange's O-list.

Information about Axis can be found at <http://www.axis.com>.

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