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## **SWE-DISH strengthens US management team**

**SWE-DISH Satellite Systems, Inc. continues to expand and increase the competence of its Reston Virginia headquarters by reinforcing its executive management team.**

SWE-DISH Satellite Systems, Inc., specializing in compact, quick-to-air and easy-to-use combat proven mission ready mobile satellite communication equipment, has appointed Mr Lars Bjerde to its executive team. During November 2006 Lars Bjerde will join as President.

Before joining SWE-DISH, Lars Bjerde, served as Vice President and General Manager at Ericsson Microwave Systems, NA; Ericsson Inc USA. Lars Bjerde has been working in the USA since 1981 and is well established within the defense and governmental market. Lars has developed successful, profitable US business for Swedish small-, midsize and major defense companies, including forming government relationships, joint venture transactions and alliances with US companies. He was one of the founders of the Swedish-American Chamber of Commerce (SACC), Washington, DC and served as Vice Chairman of the nation-wide Swedish-American Chamber of Commerce in the United States.

The new management reflects the company's expansion to cope with continually increasing demand from the Department of Defense and Government Agencies. Since the opening of the US-office in 2003, SWE-DISH has established itself as one of the leading providers of portable and mobile satellite communication systems and provision of support services to the US Government.

"We are proud to have Lars Bjerde strengthen our team with his skills and experience of the defense and government contracting. His vision and strong leadership will ensure that the whole team at SWE-DISH Inc. is empowered to provide our customers with the products and services they deserve. We continue to demonstrate our long-term commitment as a key supplier of mobile satellite communication equipment", says Lars Jehrlander, CEO SWE-DISH Satellite System.

Lars Bjerde says, "There is a large demand and interest for mobile satellite communication equipment on the US market and there is a great potential to grow and SWE-DISH will continue to expand its presence on the large US market. I look forward to be a part of and lead SWE-DISH towards expansion and growth during the next coming years".



## PRESS RELEASE

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**ABOUT SWE-DISH**

*SWE-DISH Satellite Systems is a world-leading supplier of mobile satellite communications equipment and related services for broadband applications. The company supplies major broadcasters, armed forces and disaster relief organizations amongst others, with compact and quick-to-air satellite terminals for live transmission of video, data, internet and voice content from anywhere in the world. The customer base includes disaster relief organizations and military organizations such as United Nations, NATO, Danish Defense, the Swedish Defense Materiel Administration (FMV), the US Department of Defense as well as broadcasters such as CNN and BBC. SWE-DISH was established 1994. <http://www.swe-dish.com>.*