

Watford, July 1, 2011

## Axis signs Mayflex as UK Distribution Partner

**Axis Communications, the global leader in the network video market has announced today that it has signed Mayflex as an Axis Distribution Partner. The agreement sees Mayflex, a distributor of converged IP solutions, become one of a small number of distribution partners to gain this prestigious partner status in the UK.**

This year is the fifteenth anniversary of Axis inventing and bringing the IP camera to market, and during this time it has witnessed an increase in the role that IT departments play in surveillance installation projects. Mayflex's business has a very strong IT focus and the partnership with Axis will further strengthen its best of breed product portfolio.

Phil Doyle, regional director Northern Europe, Axis Communications said: "Axis' business model is based on strong, long term partnerships and we are very pleased to welcome Mayflex UK Ltd as an Axis Distribution Partner. Demand for IP surveillance in the UK is increasing and as the market expands we strive to ensure we have a comprehensive channel to market for our solutions.

"Mayflex brings a range of skills and insight into a number of market sectors where we are eager to work with new integrators, resellers and end users and we are confident that, along with our already established distribution channels, we are aligned to the best-placed partners to take advantage of these trends."

Andrew Percival, managing director, Mayflex said: "We are delighted to be strengthening our IP Electronic Security offering with the Axis range of products. This announcement underlines our commitment to work with best of breed market leaders.

"There is no doubt that the deployment of IP based security systems creates a huge opportunity for our integrator customer base who can use their experience of Ethernet cabling and switching solutions to assist end users making the transition from analogue to IP. We are very excited at the prospects this developing market offers, and to working closely with the team at Axis to ensure we maximise sales opportunities."

For more information please visit: <http://www.axis.com/partner/index.htm>

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***About Axis Communications***

*Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analogue to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring and are based on innovative, open technology platforms.*

*Axis is a Swedish-based company, operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com)*

### ***About Mayflex***

*Mayflex is a successful, privately owned distributor with a respected name and a proven track record in partnering installers and integrators. Originally founded as Mayall & Co, Mayflex has now come to represent the fast and efficient supply of advanced, reliable networking products, cabling infrastructure and security solutions both within and outside the UK. The company's reputation has been built on the highest levels of service, support, technical innovation and product choice, which are key to its plans for continuing growth in the coming years.*

*Our supply partners are made up of some of the 'best of breed' manufacturers in the market today. We are a leading distributor for brands such as: Axis Communications, Excel, CommScope, Belden, Extreme Networks, Aruba Networks, Mobotix, CPI, Cooper B-Line, Fluke, Bosch, Panasonic, Overland Storage and Raytec.*