

Chelmsford, Mass., July 14, 2010

Axis Shows Commitment to Canadian Partners and Customers by Opening New Sales Office, IP Training Center in Ontario

Recent North American Expansion Includes Additions to Local Sales Team; 32-person IP Surveillance Solution Center Now Open to All Partners

CHELMSFORD, Mass. – July 14, 2010 – Axis Communications, the global leader in the network video market, today announced the opening of a new Canadian sales office and IP surveillance solution center in Mississauga, Ontario. Additionally, to maintain consistent support for its ever-growing Canadian partner and customer base, Axis has expanded its local sales team by hiring Reg Collins as regional sales manager, Western Canada, and Sophie Desjardins as Canadian account executive.

“Axis has seen tremendous growth in Canada since establishing a local sales presence five years ago,” said Robert Moore, country manager, Canada, Axis Communications Inc. “By investing in a regional office complete with an IP training and solution center, we will increase service levels to our great Canadian partners and mutual customers. Together, we can leverage the office as an educational hub to help drive network video adoption in our region by delivering top-notch surveillance and security solutions.”

The new office, which is located about 30 minutes from downtown Toronto, is fully equipped with an IP surveillance solution center built to support classroom-based sessions of Axis Communications’ Academy, an extensive training and certification program designed to boost partner competence and confidence about network video technology and Axis products. The inaugural Academy class at the Mississauga office is scheduled for September 22-24, 2010.

“For several years we have seen a strong and ever-increasing interest in network video products in the Canadian market,” said Ray Mauritsson, president and CEO, Axis Communications. “Establishing an office and new training center in Canada is thus a natural step in our expansion plans.”

A major driver for this newest regional office was to support external as well as internal company growth. As regional sales manager covering Western Canada, Reg Collins will work closely with partners and end-customers on projects throughout British Columbia, Alberta, Saskatchewan and Manitoba. With more than 10 years of experience in CCTV and security, Collins has a consistent track record of designing integrated systems and solutions at organizations such as Tri-Ed Distribution and Westrep Marketing.

Sophie Desjardins comes to Axis with a 15-year history of inside sales and customer service experience in the IT industry with companies such as Synnex Canada. Desjardins will be based in

the new Mississauga office where her main responsibility will be to work closely with and support the Canadian regional sales managers and local Axis partners.

Collins and Desjardins were two of the 64 new employees added by Axis worldwide in Q2. Both will report to Country Manager Robert Moore, who spearheaded the plan to open the new regional office.

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 analog 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 Sweden-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 the NASDAQ OMX Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

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