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Axis Communications Bolsters U.S. Field Sales and Support Team Following a Strong Fiscal 2009 for its Network Video Products

Mark McCormack and Adam Colombo, Regional Sales Managers, and David Drew, Field Sales Engineer, Bring In-Depth Industry Knowledge and Extensive Experience to Axis

CHELMSFORD, Mass. – Mar. 1, 2010 – Axis Communications, the global leader in the network video market, today announced that it has named Mark McCormack regional sales manager for the Chicago/Twin Cities area and Adam Colombo regional sales manager for the New York/New Jersey area. In addition, David Drew has been named field sales engineer for Axis' Western U.S. region.

These announcements follow a strong 2009 in which Axis' net sales grew 17% worldwide – a growth that accelerated in North America by Q4, bucking the national trend.

Regional Sales Managers

Mark McCormack has more than 20 years of sales experience in the security industry. He is based in metro Chicago and will report to Karl Radke, national sales manager, West. Most recently, McCormack was regional sales manager for Samsung Techwin America where he was responsible the company's first National Account selling strategy. Before Samsung he held sales positions with Keith Parker and Associates, Global Surveillance and Associates, and International Electronic Protection. McCormack holds a bachelor's degree in marketing from Elmhurst College.

Adam Colombo has nearly 15 years of sales experience in a variety of technology companies, most recently as metro N.Y. security manager for F.M. Valenti, Inc. where he worked closely with dealers, distributors and the company's A&E program. Before that he held sales positions with Vigitron, Inc., Fujinon, Inc. and Tamron, USA. He holds a bachelor's degree in liberal arts from the State University of N.Y. at Stony Brook. He is based in Long Island and report to Ted Wilkinson, national sales manager, East.

Field Sales Engineer

As Field Sales Engineer, David Drew will assist the Western territory's regional sales managers with technical product support as well as pre- and post-sales opportunities. He brings extensive knowledge of video security systems, access control systems, computer networking and telecommunications to his role. Prior to Axis, he served as Director of Technical Training for Charles and Associates Marketing. Before that, he held a variety of training and support roles for Pelco, and was a communications specialist for the U.S. Army. In addition to attending West Hills College, Drew earned U.S. Army Primary Leadership Development Course and United States Army Signal School diplomas.

“As our North American business continues to grow, we have a strong need for high-quality professionals like Mark, Adam and David, who have the knowledge and experience to work with our partners to deliver the best possible solutions for our mutual end-users,” said Larry Newman, director of sales, North America. “With these additions to our team we will continue to provide even better sales and technical services to our partners.”

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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