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Axis Communications continues to invest in UK team ***Axis appoints new key account manager***

Axis Communications, the global leader in the network video market¹ continues to expand its UK & Ireland team with the appointment of Ian Littell as Key Account Manager.

Littell will take responsibility for the south and south-west region and will work closely with system integrators and end users to specify network video surveillance systems. Ian is also dedicated to delivering ongoing support and training to new and existing Axis customers in the region.

Littell has a wealth of experience in the surveillance industry and has previously held positions at Tyco Fire & Rescue and Visimetrics, a manufacturer of digital systems for CCTV and Video Surveillance. Littell is an experienced business development manager and has facilitated the roll-out of complex surveillance systems for a number of high-profile organisations right across EMEA.

Commenting on his appointment, Littell said: “With the demand for video surveillance at an all time high, I’m delighted to be joining the market leader. Axis has an excellent portfolio of products and I’m looking forward to getting involved in developing new and existing accounts.”

Phil Doyle, managing director, Axis Communications, UK and Ireland added: “We are extremely pleased to welcome on board such a consummate security professional. Axis’ existing and new customers will benefit from the substantial experience that he brings to the role.”

Littell’s appointment closely follows the announcement that Axis has been identified as the clear market leader in the network video category in an annual report by IMS Research entitled ‘The World Market for CCTV and Video Surveillance Equipment.’ The report shows that Axis has a market share three times the size of its nearest competitor.

Hitchin based, Axis Communications offers a wide range of network video solutions and counts Knowsley Community College, Stafford General Hospital, the Royal Academy of Arts and the University of East Anglia among its client base.

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Notes to editors

¹ Axis Communications is the global market leader in the network video market with a market share of network cameras of 33.5%. The world market for network cameras alone is forecast to be worth more than \$2.5 Billion by 2012. The network camera market is set to have a CAGR of more than 35 per cent per year over the next three years, according to industry analyst house IMS Research (www.imsresearch.com) in its latest market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2008 Edition' published in November 2008.

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 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 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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