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Axis Communications appoints Hills Electronic Security as New Zealand Distributor

Axis Communications, the leading global provider Hills Electronic Security, a division of Hills Industries Ltd of Australia, market an extensive range of electronic security products, ranging from simple domestic alarm systems up to complex integrated surveillance systems and fibre optic networks used in commercial and industrial applications. Under the agreement, Hills Electronic Security will distribute the entire range of Axis network cameras and video products so customers throughout New Zealand will now be able to purchase Axis products directly through one of the largest distributors in the South Pacific.

Robert Meachem, General Manager of Hills Electronic Security-NZ and Pacific Communications in Australia, added: "The addition of Axis network video products to our stable in New Zealand is significant as it will give our customers access to the extensive range of the highest quality products from Axis.

"We represent a number of the world's leading security companies and have achieved a marketleading position in our industry through our superior customer service, convenient locations and constant flow of new technological products. Customers have become more aware of the benefits that can be achieved using high quality, IP security equipment and our new relationship with Axis Communications signifies our commitment to providing them with an extensive suite of security products to suit today's changing security requirements."

Wai King Wong, Country Manager for Australia and New Zealand at Axis Communications, commented that: "Hills Electronic Security has a proven track record for being at the front of the technological curve, and with their clear market leadership position in New Zealand, are a great fit for Axis Communications. The combination of Axis' expertise as a security provider and Hills Electronic Security's organisational strength and reach will mean customers the length and breadth of the country will have access to the most advanced security solutions on the market."

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.

About Hills Electronic Security

Hills Electronic Security is the market leader in Alarms, Access Control, Intercom, CCTV and integrated IP systems for the Security Surveillance market. Hills Electronic Security have a profound product range, with products for all market segments from small retail and commercial through to multi franchise and corporate organisations and true enterprise projects. The products that Hills Electronic Security represents are from some of the world's best manufacturers. The portfolio of CCTV Surveillance equipment includes cameras, digital video recorders, monitors,

Video Transmission, CCTV Management Systems and IP network technology. The specialized sales and product engineering team at Hills Electronic Security provide customers with extensive support across 4 convenient locations.

Hills Electronic Security is a division of the Australian iconic company, Hills Industries Ltd. The Hills Group of companies is amongst the major industrial organizations in Australia and is listed in ASX.

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