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Axis Expands and Strengthens N. American Business Development Team with Focus on Financial and Government Sectors

Stephen Joseph joins as company's first-ever Banking & Finance BDM; John Merlino hired as new Government BDM; John Bartolac, Robert Muehlbauer to manage segment and program teams

CHELMSFORD, Mass. – March 25, 2013 – Axis Communications, the market leader in network video, today announced the addition of two security industry veterans to its North American business development team: Stephen Joseph becomes Axis' first North American business development manager for Banking & Finance, while John Merlino was appointed as business development manager for Government Programs.

Additionally, to fortify the business development team and plan for continued future growth, Robert Muehlbauer was promoted to Business Development Programs Manager and John Bartolac to Business Development Segments Manager.

“Our business development team continues to grow at a strong pace, which directly correlates with IP video's overall growth across all vertical market segments thanks in large part to our partner-first mentality,” said Scott Dunn, director of business development, Axis Communications, Inc. “Government remains a strong market for Axis with heavy activity in the U.S., while banking and finance is poised for a major shift from analog CCTV to IP video surveillance. John and Stephen will take us and their respective segments to the next level.”

Stephen Joseph – Business Development Manager, Banking & Finance

The banking and finance industry has one of the lowest convergence rates from analog to digital video surveillance. Stephen Joseph will leverage more than 30 years of industry experience to drive Axis' educational efforts with banking and finance integrator partners and end-customers to impart the security and operational benefits of migrating from analog CCTV to IP video.

“With the considerable rise of physical attacks in banking and finance, the industry is primed to learn how the adoption of network video and intelligent analytics can expedite investigations while providing new methods of increasing operational efficiencies through system integration with other IP-based platforms,” Joseph said. “With the increased pace of technological advancements, I'm excited to be part of an organization that is truly innovative and consistently striving to properly educate the market on IP security.”

Since 1981 the New York-based Joseph has worked closely with banking and finance customers while at Tyco Integrated Security. He began his career as a field service technician and was promoted through the ranks to numerous customer-facing positions, including national account

manager and, most recently, regional relationship manager.

John Merlino – Business Development Manager, Government Programs

John Merlino joins Axis following two decades of active and reserve Military service in the United States Navy and more than twenty years working in the physical and logical security industry, most recently in a global business development role at LENEL Systems International. □

“It’s not a matter of if but when the government sector will go all IP,” said Merlino. “As the global market leader, Axis has been driving the shift away from outdated analog CCTV since inventing the network camera in 1996. There really couldn’t be a more perfect time to join this team and help bring quality products and expertise to a domain already dedicated to protecting our communities and country.”

Merlino, who is based in Carlsbad, Calif. and started with Axis in 2012, will support the development of government business and key relationships primarily in the western U.S.

Business Development Team Organization

Due to increased activity and growth of the North American business development team, Robert Muehlbauer and John Bartolac will manage the Axis programs and vertical segment teams, respectively. Both will continue to report to Scott Dunn, director of business development, and assist with long-term strategic direction and day-to-day team management.

Muehlbauer, who has been with Axis since 1999 and business development manager for the Axis Application Development Partner (ADP) Program since 2009, now also leads the Technology Partner Program (TPP) and Architect & Engineer (A&E) Program teams. Muehlbauer will work together with Vince Ricco, business development manager TPP, and Jack Meltzer, business development manager A&E Program, to drive joint network video solutions with Axis partners.

Bartolac, who joined Axis in 2009, will lead the vertical segment teams in retail, transportation and banking & finance while continuing to work closely on all government initiatives with Merlino. Jackie Andersen and Hedgie Bartol, retail business development managers, Anthony Incorvati, transportation business development manager, and Joseph will continue to drive their respective segments and work with Bartolac on strategic initiatives.

In April, the Axis business development team will be present at ISC West (booth #14057).

About Axis Communications

As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world – driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis’ products and solutions are based on an innovative, open technology platform.

Axis has more than 1,400 dedicated employees in 41 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com.

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