



Chelmsford, Mass., March 17, 2014

Dominic Sorrentino Joins Axis Communications to Manage North American Distribution Team

Industry veteran to lead distribution channel initiatives in new role

CHELMSFORD, Mass. – March 17, 2013 – Axis Communications, the market leader in network video, today announced that security industry veteran Dominic Sorrentino has joined the company as national sales manager for distribution.

Sorrentino brings more than 20 years of experience in the physical security industry to Axis. In this new role he will manage the North American team of distribution managers.

“This is an exciting time to join Axis, which continues to expand as a company and continues to lead the network video market,” said Sorrentino. “I look forward to further strengthening Axis’ partnerships and creating new opportunities.”

“Axis has always been a channel-oriented company committed to its two-tier sales model,” said Larry Newman, director of sales for North America. “With Sorrentino’s experience and leadership, Axis will continue to cultivate its partnerships and drive strategic initiatives with our distributors.”

Prior to joining Axis, Sorrentino held marketing, sales and business development positions with companies such as Stanley Supply & Services, Verint Systems, Inc. and most recently Bosch Security Systems. Sorrentino, who served in the United States Air Force as an avionics engineer, earned his Associate of Science (AS) in Avionics Engineering from the University of Maryland and is currently completing a B.S. in Marketing from the University of Phoenix.

Sorrentino is based out of the North American headquarters in Chelmsford, Mass. and will report directly to Larry Newman.

About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to its customers and carried through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 60,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based 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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