**News Announcement \_\_\_\_\_**

**Wireless home networking vendor expands UK Sales team**

**AirTies appoints UK and Ireland Sales Manager to drive growth in consumer market**

**ISTANBUL – 7th June 2011 –** AirTies, the innovative wireless home networking vendor, today announced the appointment of Graham Sims as UK and Ireland Sales Manager. In his new position, Graham will be responsible for building AirTies’ sales and market share within the consumer space, whilst managing relationships with key customers and the company’s channel program with distributors.

Joining from Buffalo Technology, Graham is a senior sales executive with more than 15 years experience in the consumer and e-retail market having worked with major retailers and IT distributors across the UK. In his previous roles as Channel Manager and National Account Manager with companies such as Buffalo Technology, Atari UK and Gem Distribution, Graham has experience in managing channel relationships, logistics and sales channels to help increase market reach and turnover. His skills in forging new relationships with large high street retail brands, e-retailers and devising innovative sales channels helped to drive the businesses growth within the market.

Graham comments: “I’m delighted to be joining AirTies at an exciting time for the company following their recent launch into the UK and Ireland consumer market with their wireless home networking product suite. For many years, the issue of connecting various devices in the home has been a common problem and one that has not been easy to solve unless you run wires throughout the home. AirTies brings digital content into the home easily and I’m thrilled to be part of the team that can now make the connected home a reality.”

AirTies Executive VP Sales and Marketing Jim Lomax commented, “I’m pleased to welcome Graham to the UK and Ireland team and believe that he will be instrumental in helping us to fulfill our objectives within the consumer space. Graham brings a wealth of expertise in this market to the company and as we continue to grow and develop our market offering his expertise will be valuable in ensuring that the end users realise that there is a simple solution to their home networking problems.”

**About AirTies**

*AirTies develops and markets consumer electronics products which provide 5 fundamental services (high speed internet access/ADSL, Wireless LANs, internet based telephony/VoIP, and internet based television/IPTV & DVB C,S & T STB’s) for service providers, small businesses and consumers.*

*AirTies was formed in February 2004 by a management and technical team from the Silicon Valley, USA, with the strategic intent to become the leader in emerging markets. AirTies has more than 4 million installed base world-wide and is aiming to expand into additional broadband markets. In contrast to its competitors which are dependent on chip companies and ODMs to develop their products, AirTies designs and develops its own hardware and the embedded firmware. Technology innovations include wireless video distribution to multiple TV’s, wireless coverage range extension, and network setup at a touch of a button. AirTies believes in exceptional customer service such as 7/24 technical support in English, Turkish, Greek and Russian and no questions asked defective unit replacement. More information is available on their website at* [*www.airties.com*](http://www.airties.com)*.*

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