**Wireless Home Networking & Set-Top-Box Provider AirTies Restructures & Expands Sales team**

*AirTies strengthens its Sales & Marketing Organisation by promoting Karl Tempest-Mitchell to Executive Vice President of Sales & Marketing. Ian Challinor will head sales & business development across the IP, Broadband and Pay TV sectors.*

**ISTANBUL, 6th March 2012:** AirTies, the innovative wireless home networking and Set-Top-Box vendor, announced today two key senior level appointments.

Karl Tempest-Mitchell was promoted to the position of Executive Vice President Sales & Marketing, where he will be responsible for AirTies commercial growth, strategic direction and marketing communications.

Ian Challinor joins the company as Vice President Sales & Business Development, where he will be accountable for delivering AirTies ambitious plan to increase global sales and customers.

Karl Tempest-Mitchell has over 15 years of experience in the Set-Top-Box industry. Prior to joining AirTies, Karl served in a number of executive level roles. Most recently he was Executive Vice President Sales & Marketing for ADB, where he managed ADB’s Sales & Marketing team, provided strategic vision and spearheaded sales growth. He has a comprehensive knowledge of the Pay TV business and many years’ background in successfully selling complex, innovative solutions.

Ian Challinor has more than ten years’ experience of commercial success selling into the Pay TV, IP and broadband sectors. Most recently he delivered a strong line of new business growth across ADB’s IPTV division with significant Tier 1 wins. Before his tenure at ADB, Challinor was a founding member of Latens’ sales team, helping to increase their business with strategic sales contract gains across EMEA.

Bulent Celebi, Chairman & CEO at AirTies, commented, “having experienced industry veterans forming the core of our commercial team is vital to our growth, strategy and development. Karl & Ian’s abilities, combined with their excellent reputations, will allow AirTies to target major opportunities within our market sector. They bring a wealth of knowledge to AirTies and we are delighted at the new opportunities we are already seeing them introduce. Their backgrounds from well-known companies such as ADB, Pace and Latens makes them invaluable additions to our aggressive development programme and means that we are now well positioned to build on our already phenomenal success. As we continue to drive forward with our delivery of the truly connected home, Karl and Ian will play an integral part in strengthening our foundations for the future.”

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**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 at EMEA 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.

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