

Press Release

ANNOVA strengthens its international sales team

MARCUS KRAFT NAMED SALES MANAGER

Munich, Germany – March 02, 2009 – ANNOVA Systems, developer of the leading newsroom solution, OpenMedia, is bolstering up its Europe-wide and globally active sales team: Effective from January 1, 2009, Marcus Kraft has started work in his role as new sales manager at the company's Munich headquarters. Kraft is responsible for ANNOVA's sales activities in parts of the German-speaking area based on customers served and added to that for Spain, Portugal, and France as well as for the Middle East and Africa.

Sales professional Marcus Kraft, a graduate communications specialist BAW (Bayerische Akademie für Werbung und Marketing, München), can draw on in-depth experience in his field to add strength to ANNOVA's sales team. Before joining the company, he worked as Sales Manager Channel Global with Munich based NorCom Information Technology. His responsibilities there included serving direct accounts and partners as well as developing the sales partner channel. For the six preceding years, Kraft worked with the subsidiary of Avid Technology, Inc. in Hallbergmoos near Munich, which serves the German-speaking and Eastern European markets. There, Kraft held the position of a Key Account Manager DACH for the dealer channel and direct accounts.

From his previous positions, Marcus Kraft brings high expertise in the fields of rich media content production and management as well as making, managing, and moving media such as movies, video, audio, and special effects with him. The challenges he is now taking on at ANNOVA include, in the first place, the development of new sales channels in the region he is responsible for.

About ANNOVA

ANNOVA Systems GmbH provides software, development, consulting, and implementation services for the broadcast industry. With over 10,000 users, its flagship OpenMedia solution and is considered to be one of central Europe's leading enterprise newsroom systems on the market today and can draw on 15 years' experience in the broadcast field. Its users include news rooms of the broadcasting services, ARD, SWR, WDR, BR, SR, Deutsche Welle, RTSI, Swiss Radio DRS, RTR, Mediaset, RFI, and RTL TVI. For the future, ANNOVA

plans to position OpenMedia forcefully in the international arena. With this in mind, the company is systematically developing its global sales organisation, most recently with an Office in Singapore.

Additional information is available upon request or from our website at www.annova-systems.com.

Available images

The following images are available for download in a printable format at:

<http://www.htcm.de/kk/annova>



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