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**AMX CONTINUES ITS EXPANSION IN EUROPE
WITH APPOINTMENT OF A GENERAL MANAGER IN FRANCE**

UK – 3 November, 2008 - AMX has expanded its European operation with the appointment of a general manager in France and a new office in Nanterre. Guillaume Le Royer will oversee business operations, sales, technical support and sales training in France, Belgium and North Africa. AMX has a well-established sales operation in France, and this appointment is a demonstration of its commitment to provide the highest levels of on-going service and support for French-speaking customers.

“AMX Europe has grown rapidly over the past two years and the French operation has been very successful. Therefore, the time is right to establish a truly local presence so that we can ensure the best possible support for current and future customers,” said Timothy Penn, managing director, AMX Europe. “Guillaume has the right mix of sales and AV industry experience combined with a deep knowledge of the region to lead AMX’s operations in one of our fastest growing markets.”

Prior to his appointment as general manager of AMX in France, Guillaume worked for Endeleo, the manufacturer of TV and multi-format media distribution technology, recently acquired by AMX. He has also worked for Fujitsu Vision System, where he set up the French operation to sell and support plasma screen sales through mainly AV channels. He also previously worked as a divisional manager for LG Electronics in Roissy, where he developed sales into IT, hotel, AV channels and key accounts.

The office in Nanterre will house sales, a growing technical support team, and sales training facilities. In 2009, AMX will add a product showroom to showcase its state-of-the-art technology.

About AMX

AMX hardware and software solutions simplify the way people interact with technology. With the increasing number of technologies and operating platforms at work and home, AMX solves the complexity of managing this technology with reliable, consistent and scalable systems. The company's award-winning products span control and automation, switching, distributed audio and video, and technology management. They are implemented worldwide in conference rooms, homes, classrooms, network operation/command centres, hotels, entertainment venues, broadcast facilities, amongst others.

AMX was founded in 1982 and is a member of the Duchossois Group of Companies. For more information, visit www.amx.com.