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News Release



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Steve Johnson Added to Vaddio Sales Channel

Vaddio Continues Rapid Growth with Addition of Former Panasonic® District Sales Manager

MINNEAPOLIS, MN (January 12, 2010) – Vaddio, the global leader in robotic PTZ camera's and camera control systems is pleased to announce the appointment of Steve Johnson to Vaddio Channel Manager for portions of the East and West Coast regions.

Johnson brings over 25 years experience in marketing and sales management within the audiovisual realm. In his new role as Vaddio Channel Manager, Johnson will concentrate on Vaddio dealer/integrator development, communication and support within his assigned areas (Arizona, California, Nevada, Connecticut, Maine, Massachusetts, New Hampshire, New York, Northern New Jersey, Rhode Island and Vermont).

“I’m very excited to welcome Steve to the team,” says Tom Mingo, VP of Sales for Vaddio.

“Steve’s experience and success in not only sales, but also product development, marketing and

support are essential to Vaddio's continued growth in the U.S. market. He joins an incredibly talented group of professionals dedicated to the growing audiovisual community."

Johnson comes from Panasonic where he held the role of District Product Manager for Panasonic Broadcast. While at Panasonic, Johnson increased the overall eight-state Midwest territory, developed new direct and dealer accounts, held ongoing dealer trainings and expanded sales by speaking at industry events. Prior to Panasonic, Johnson managed sales opportunities for Alpha Video, a digital video systems dealer, integrator and provider of visual communications solutions based in Edina, Minn.

"I worked with the Vaddio sales, marketing and development teams on the OEM supplier side at Panasonic Broadcast," explains Johnson. "I was so impressed by the forward-thinking people at Vaddio it just seemed like a natural fit for me. I'm excited to help customers appreciate the unbelievable value Vaddio brings to the robotic camera control market."

Johnson spends his free time with his family and plays hockey year round.

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About Vaddio:

Vaddio is the leading manufacturer and OEM distributor of specialty PTZ cameras and high-end camera control systems used in the broadcasting, audio/visual and videoconferencing industry. Headquartered in Minneapolis, MN, Vaddio also has operations throughout the Americas, as well as sales and support partners throughout the world. More information can be found on the Vaddio website, www.vaddio.com or at (800) 572.2011.

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