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FOR IMMEDIATE RELEASE

Artel Video Systems Appoints Gary Schutte as Vice President of Sales

Boxborough, MA – August 26, 2009 — Artel Video Systems, a leading provider of video over fiber optics equipment is pleased to announce the appointment of Gary Schutte to the position of Vice President of Sales. Gary will join Artel in an executive role responsible for leading the sales team as it strengthens and expands existing direct customer relationships and fosters new partnerships with systems integrators and resellers. In addition, Gary’s operational talents and experience will be utilized in developing marketing plans and product development roadmaps for the DL4000 Video Transport platform.

Gary has been involved in the Video hardware market as a sales executive for over 20 years. During that time he has been successful in building productive, motivated sales teams while nurturing long-term successful relationships with resellers and system integrators.

“Gary is an extraordinary addition to the Artel executive team as we focus on growing beyond our traditional customer base,” said Richard Dellacanonica, President of Artel Video Systems. “Since its introduction in 2007 we have dramatically expanded the capabilities and cost effectiveness of the DL4000 platform. It now appeals to a much broader market and Gary has the ideal skill sets and history of success to help us reach those potential customers. In addition, Gary will help us make certain that we continue to meet the demands of our core base of ILECs, CLECs and Cable operators.”

Gary Schutte brings to Artel a solid background in direct sales, strategic accounts management and indirect channel management based upon his track record with a number of Broadcast equipment companies. His most recent position was VP of Sales for the Central US with Harris Corporation Broadcast Division. Gary holds a Bachelors degree in speech communications from Eastern Illinois University and a Masters degree in speech communications from Northern Illinois University.

Artel Video Systems

Artel Video Systems develops, manufactures, and markets high performance broadcast quality video transport hardware. Since 1981 video service providers, telecommunication companies, cable TV operators and broadcasters have deployed Artel products in their most critical video transport applications.

Video Over Fiber Optic Transport Systems Since 1981

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