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**360 Systems Expands Pro A/V Business Development Group to Serve
Unprecedented Growth in Market Demand**

WESTLAKE VILLAGE, CA (January 27, 2006) --- 360 Systems, a developer of advanced video products for the Pro A/V and broadcasting markets, is pleased to announce the appointment of Geno Durante as inside sales representative in the company's Pro A/V sales group.

360 Systems is experiencing unprecedented sales in this market space, and Mr. Durante's appointment is a key part of the growth plan to meet growing product demand. He will assist in managing the sales relationships with 360's growing roster of customers and systems integrators.

"Responsiveness and complete customer satisfaction are the top priorities of our company and our sales team," said Greg Kregoski, director of business development for the Pro A/V market. "Bringing Geno aboard enables us to deliver the high levels of service we're known for to an even larger group of Pro A/V customers."

Prior to joining 360 Systems, Mr. Durante served as account executive at Media Distributors in Studio City, CA. He also held the position of multi-media systems manager at Hoffman Video Systems in Glendale, CA. Mr. Durante studied Mass Communications at Cleveland State University in Cleveland, Ohio.

About 360 Systems

360 Systems is a top-selling developer and supplier of audio and video technology for Pro A/V and broadcasters worldwide. The company has a 34-year legacy of delivering award-winning hardware solutions that bring efficiency and economy to content delivery. With more than 30,000 installed units around the globe, 360 Systems' brands include DigiCart[®], Instant Replay[®], Short/Cut[™] Editor and the Image Server 2000[™] family of video servers. 360 Systems is a privately owned corporation based in Westlake Village, CA. For more information, please visit www.360systems.com.