

**360 Systems Appoints
New Executive Vice President**

WESTLAKE VILLAGE, CA (September 19, 2005) -- 360 Systems, a leading developer of advanced video products for broadcasters and content producers, is pleased to announce the appointment of Philip Cox as Executive Vice President.

Phil's initial charter will be to leverage his substantial international background to capitalize on the burgeoning global interest in 360 Systems' product line. He brings more than 30 years of experience in the development of international markets for notable companies such as CalAmp Inc., Signal Technology Corp. and M/A-Com, Inc. Mr. Cox held senior management positions with these companies, and will take a key role in the management of 360 Systems.

Image Server Fuels Export Growth

360 Systems launched its Image Server™ product line in 2003. New video products follow 360 Systems' successful formula of offering advanced technology at substantially lower prices. According to Robert Easton, President of 360, "Video servers no longer need be viewed as high-ticket items. There is great interest in moving away from tape, but two-thirds of broadcasters still can't afford traditional models. Our Image Server product line will make multi-channel, server-based storage and playout standard equipment in broadcast studios worldwide."

About 360 Systems

360 Systems is a leading developer and supplier of top-selling technology for broadcasters and content producers 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 recently launched Image Server 2000™ family of video servers.

360 Systems is a privately owned corporation based in Westlake Village, CA. More information on the company is available at www.360systems.com.

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