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**360 Systems Expands Sales Force,
Announces New Marketing Strategy for 2008**

WESTLAKE VILLAGE, CA (January 9, 2008) – 360 Systems is implementing a major shift in sales and marketing strategy, beginning in January 2008. The new focus will make 360 Systems products more accessible to customers with the addition of newly-added staff, including regional sales representatives. More road show exhibitions, regional and dealer shows, and SMPTE meetings are being scheduled. 360 Systems will also expand demonstrations at its Westlake Village headquarters.

Robert Easton, President of 360 Systems, explained the changes regarding NAB participation: “As a 36-year old company, we have a long relationship with the NAB convention. We are finding that changes in broadcasting have narrowed the job titles attending, and other kinds of marketing tactics and activities are becoming increasingly attractive. We want to allocate our resources for best contact with customers, and distribute our exposure across the entire year, rather than concentrating on four days at the NAB convention. The new approach will provide customers with improved access to our professional staff, when it is most convenient for them. For 2008, 360 Systems’ offer is “To see our products—just call, and we’ll have it on your desk.”

About 360 Systems

360 Systems is a leading developer of digital video and audio products for broadcasting and Pro A/V. The company has a 36-year legacy of delivering award-winning hardware solutions to bring efficiency and economy to content delivery. With more than 30,000 installed hard disk units around the globe, 360 Systems’ brands include Digicart[®], Instant Replay[®], Short/cut[™] Editor and the Image Server[™] and MAXX[™] families of video servers. 360 Systems is a privately owned corporation based in Westlake Village, California. More information is available at www.360systems.com.

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