

PRESS RELEASE



FOR IMMEDIATE RELEASE

LYNX Technik UK Contact:

Clive Haydon
LYNX Technik UK
Unit 4 / Shepperton Business Park
Govett Avenue
Shepperton TW17 8BA England
Phone: +44 1932 255522
Fax: +44 1932 260646
Email: clive@lynx-technik.co.uk
Website: www.lynx-technik.co.uk

Press Contact:

Kimberley Fuller
Delamere Marketing
New York, NY USA
Phone: +1 917-675-6050
Mobile: +1 310-469-8190
Email: kim@delameremarketing.com

LYNX Technik AG® Appoints Sandra Squire to UK Sales Team

June 8, 2009 – Weiterstadt, Germany -- LYNX Technik AG, provider of signal processing solutions for the broadcast and professional AV industries, announces the addition of Sandra Squire to the LYNX Technik UK team. Sandra joins LYNX Technik UK as Director of Sales and will work with Clive Haydon, Managing Director LYNX Technik UK, to drive branding, sales, and business expansion in the UK region.

Sandra's sales, marketing, and business development career spans two decades of broadcast, professional AV, and post production industry experience. Throughout her career, Sandra has been instrumental in driving and achieving sales growth for a number of key industry players including; Digital Vision, Codan Broadcast, Pro-Bel and Leitch Europe. Sandra most recently served as Head of Sales, UK and Nordics at Snell & Wilcox.

"With their innovative technology and products, as well as their reputation for outstanding customer service, LYNX Technik is uniquely positioned to successfully compete in today's competitive marketplace," says Sandra. "I am excited about this opportunity to work as part of the LYNX team to further develop its business in the UK market."

"Sandra, with her many years of solid experience in sales and program development, as well as her broad industry knowledge, is a valuable asset to the company," comments Winfried Deckelmann, CEO of LYNX Technik AG. "We are pleased to have an individual with her experience join our team."

Sandra can be reached at: Sandra@lynx-technik.co.uk

PRESS RELEASE



###

About LYNX Technik:

LYNX Technik AG is an industry leader and technology provider of signal processing solutions for broadcast and professional use. LYNX Technik AG is an independent privately owned company with its headquarters, research and manufacturing facilities based in Weiterstadt, Germany. Sales and Support is covered through secondary distribution channels managed from its headquarters in Germany and the USA.

For more information about LYNX Technik's products & services please visit: www.lynx-technik.com. For sales, please contact visit the website, or <mailto:info@lynx-technik.com>

