



FOR IMMEDIATE RELEASE

Contact: Ellisys Corporation
Vancouver, WA, USA

Attn: Chuck Trefts, Director of Marketing
Phone: 360-896-7242
Email: chuck.trefts@ellisys.com

Ellisys Adds Direct Office in Asia

Hong Kong Location to Assist with Managing APAC Growth

Geneva, Switzerland — June 28, 2013 — Ellisys, a worldwide leader in protocol test and analysis solutions, today announced it has opened a direct sales office in Hong Kong, to better address rising sales across the APAC region. Ellisys HK Limited will work closely with customers and distribution partners to provide localized customer sales, service, and support to the region. Ellisys also maintains direct locations in Europe and the United States as well as a worldwide network of distribution partners.

“The rise in demand across APAC for our products has been impressive, but of course growth needs to be carefully managed in order to ensure our customers receive very high quality service and support,” stated Mario Pasquali, Ellisys president and CEO. “The new Hong Kong office provides a geographically convenient location from which to position the company to serve the growing base of new customers, existing customers, and distribution partners.”

Connecting with Ellisys HK Limited

Ellisys HK Limited is located in the South Tower of the World Finance Center, Kowloon, Hong Kong. Office staff may be reached at sales.asia@ellisys.com or by phone at +852 3073 2033.

About Ellisys

Ellisys is a Test and Measurement company committed to the design and timely introduction of advanced protocol analysis solutions for USB, SuperSpeed USB 3.0, and Bluetooth wireless technology. More information is available on www.ellisys.com.

Ellisys ▪ chemin du Grand-Puits 38 ▪ CH-1217 Meyrin Geneva ▪ Switzerland ▪ www.ellisys.com
World Class Solutions for Bluetooth, USB, Wireless USB and WiMedia technology

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