



PRESS RELEASE



## **PPM Sign A.G. Franz Associates as New Distributor for USA**

PLAINSBORO, NJ, and SWINDON, Wilts, UK, January 9, 2008 – A.G. Franz Associates, LLC and PPM Ltd. announced today a new distributor agreement for the US market. Effective immediately, A.G. Franz Associates, LLC, will act as the master distributor for PPM in the North American region, and will market ViaLite® products throughout the USA.

“We are very pleased that PPM has selected us as their partner for the US market. PPM is a highly successful European based manufacturer of fiber-optic equipment who is looking for rapid growth in North America. We have demonstrated the capability to provide these services to European companies,” said Gerhard Franz, president of A. G. Franz Associates, LLC. “Together with the products of our other European suppliers we can now offer a full range of satellite communication and video distribution equipment to our customers”.

PPM is extending the growth of the company’s European business to the United States and was looking for a well-positioned channel partner who could provide these services. A.G. Franz will focus on supporting the existing ViaLite® customer base and promoting the ViaLite® range of communication, broadcast and satellite equipment within the US market.

“We are looking forward to working with A. G. Franz Associates,” said Neil Seager, Managing Director of PPM. “We have been evaluating several different options for growing our business in North America. A. G. Franz Associates will provide us with the best opportunity to achieve our goals.”

### **About A. G. Franz Associates, LLC**

A. G. Franz Associates, LLC is a professional management and marketing consulting firm based in New Jersey providing import and distributor services to telecommunications, information technology, aerospace and electronics companies as well as market research and international business development. The company represents a number of European electronics manufacturers in several markets including satellite communications, wireless and cable systems. ([www.agfranz.com](http://www.agfranz.com))

### **About PPM Ltd.:**

PPM is a privately held company based in Swindon, United Kingdom, and provides a complete portfolio of RF-over-fiber products used across a wide range of applications in the communications sector. PPM products are used in the transmission of analog, RF and digital data signals over optical fiber in diverse applications including: telephone, satellite ground stations, public safety mobile radio networks, cellular antenna remoting, GPS timing and TV signal distribution. ([www.ppm.co.uk](http://www.ppm.co.uk))

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