



FOR IMMEDIATE RELEASE

ESI company headquarter moved to Germany

– the NAMM show, booth #6832

Anaheim, California – January 16th 2007 – ESI (Ego Systems, Inc.) announces the completion of the move of its official company headquarter to Germany at this years NAMM show (18th to 21st of January 2007).

All worldwide marketing and sales activities are now handled and controlled by ESI Audiotechnik GmbH, located in Leonberg, Germany. This new company has been setup as a partnership between RIDI multimedia GmbH (so far the distribution agency for Germany and European sales office for ESI products) and Ego Systems, Inc., located in Seoul, Korea. Claus Riethmüller as been appointed as Managing Director of ESI Audiotechnik GmbH. Chess Lim, the CEO and founder of Ego Systems, Inc. will continue to be responsible for Ego Systems, Inc. as a research & development center focusing on the product development for existing and new products. This allows Ego Systems, Inc. in Korea to focus on the continuing development of market leading technologies such as DirectWIRE, EWDM or USB2Xtreme. The new headquarter of ESI in Germany puts focus on market development, marketing and improving the sales channels.

Chess Lim comments: "We have found a strong experienced partner to setup our new operations in Germany. Now after 10 years, we are happy to move to the next level of a global vendor in this industry." – "The main market for ESI products has been Europe since years. It only makes sense to be closer to our customers. We are extremely happy to announce at NAMM show that this major transition is now complete.", says Claus Riethmüller.

ESI customers and partners can find updated information on the progress of the new operations on the main ESI website www.esi-audio.com.

ESI Audiotechnik GmbH is one of the leading vendors for professional and semi-professional audio equipment worldwide. ESI, AUDIOTRAK and various OEM products developed by Ego Systems, Inc. are well known and used daily by hundreds of thousands of customers everywhere in the world and now produced and brought to market by ESI Audiotechnik GmbH.

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