

AMG SECURES SHORTLISTING FOR MAJOR INDUSTRY AWARDS

Leading CCTV solutions company in the running for International Achievement Award at prestigious 2005 Security Excellence Awards

08 August 2005 - AMG Systems, the leading CCTV solutions company, has been shortlisted in the International Achievement category for this year's Security Excellence Awards. This is the first time the company has entered the Awards and the shortlisting acknowledges the outstanding growth and quality of work undertaken by AMG over the last 12 months.

Citing projects in Athens to help the city prepare for the recent Olympic Games, as well as initiatives in the Middle East and the Far East, AMG is hopeful that its work will be recognised with the winning of the accolade.

"For a smaller, niche company to get through to the finals of such a prestigious award is a superb achievement and reflects a truly international sales, marketing and after-sales support effort," commented Dr Alan Hayes, Managing Director. "The impact has certainly been felt in our bottom line but it is the breadth of our work, from road, rail and air links to government projects and civil surveillance in so many parts of the world that gives me such confidence in our future.

"This shortlisting recognises the hard work and excellent capabilities of the whole team at AMG Systems – they should be proud of their achievements," he added.

AMG Systems is one of the UK's leading providers of fibre optic transmissions equipment designed for CCTV surveillance operations. Founded in 1990 by Dr Alan Hayes the company has used its considerable success in the UK market to break into and support foreign markets. Between 2002 and 2004 export turnover quadrupled, rising from 23% to 48% of total sales. Profits from exports have risen by 600%.

Key to the AMG export drive was the appointment of a dedicated Sales & Marketing Director who has overseen a number of initiatives. AMG commissioned Oxford Business School to conduct an economic and business review of target countries in the middle and Far East, initiated a number of e-based marketing activities, participated in exhibitions in the Middle East for the first time and restructured its sales organisation. As a result, two dedicated account managers were appointed with responsibility for Europe (and Russia) and the Middle/Far East. AMG has also launched a dedicated interactive website to address the global CCTV audience.

"Although we have to wait until October to find out who the actual winner is, we've already got everything crossed," added Alan Hayes. "Just to be in the running is excellent, but obviously we'd really like to win. As AMG continues to grow and establish itself in these demanding foreign markets the possibility of receiving such high profile recognition from our own industry is a phenomenal boost of confidence to the entire staff who are working so hard to secure our continued growth."

The Awards will be presented at a dinner on the 4th October at the Hilton Hotel, Park Lane, London.

About AMG Systems

AMG Systems Ltd is the world's leading provider of fibre optic transmission equipment designed for CCTV surveillance operations. Carrying real-time, full-bandwidth video, audio and data signals, the company's equipment is installed on highways, tunnels, rail links, ports, airports and buildings around the globe to enhance safety and security for all users. As well as providing the most comprehensive and innovative range available in the market today, AMG's expertise is also exploited to produce high-quality custom fibre-optic video, audio and data transmission products for many multi-national companies. The company is located at Stratton Business Park, Biggleswade, Bedfordshire, SG18 8QB. Further details can be found at www.amgsystems.co.uk.

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