

20.03.2010

**Official Statement Alexander Klett, CEO EMMA GmbH
EMMA Italy 2010**

In the beginning of the Year 2010 I was invited to a meeting in Verona with Mr Favaro and Mr De Conca to discuss a possible corporation in between EMMA and AGO. Due to concerns of Industry responsables, the idea was to develop EMMA Italy to an Industry related organisation, the same way like other Nations are already doing with a great success. Mr Falciatelli of Elettromedia Srl, who also attended the meeting in Verona, suggested Mr. Matteo De Conca to become a leading position in this plan due to his independence from Manufacturers and Distributors. The discussion ended with the conclusion that a merge of AGO and EMMA should have been possible and Mr De Conca was foreseen to be involved in the management of the "new EMMA". Mr. Favaro was charged with the task of discussing all necessary matters with the existing AGO responsables. Furthermore the agreement was that all existing structures of EMMA Italy will be kept because of their professional skills and experience. The AGO members and the EMMA Team should have been combined to one team step by step and the EMMA competitions shall become a three-level structure with local events, major events (Semi- finals) and a national Final.

So far I agreed with the results of the discussion. My request to Mr.De Conca and Mr.Favaro was to send me a plan about how they feel this merging should look like, and what would be the supposed steps from their perspective. Since now I have not received such a brief plan, so I decided to stop the conversation on this level which includes me as international responsible.

The actual status is that EMMA Italy will continue with the same approved leadership. EMMA Italy President Mr. Richichi will go ahead with the communication with Mr. Favaro about possible corporation in the future. As soon as there will be proper results I will be informed to support any possible movement.

For the moment I have to care about an important project called AMICOM which is supposed to be the new leading exhibition for 12V in Europe and the World. This project was initiated and planned by EMMA in the interest of the Industry. It is the model how a corporation made by Manufacturers, Installers, Media Partners, Fair Trade Companies and EMMA could lead to an astonishing success. The function of EMMA in Germany is to be the platform for the Industry in order to reach new targets and move markets. EMMA is the link in between all these groups of interest with the same target in the end.

Use EMMA Italy as a national platform to get rid of fighting about markets and destroying the own business basement the same time. EMMA is there to support this market as an independent platform and the EMMA Italy leadership understands the idea and philosophy of EMMA exactly like that. At the international Head Judge Seminar in February all leading staff of EMMA Italy had a meeting together with me and presented a very good plan for the near future. Mr.Richichi will send that plan to possible Sponsors and Partners of EMMA Italy. It shall lead to a better future for all related groups and it made me proud to see the "Proper Attitude" inside the Italian EMMA Team.

I regret so much that Elettromedia has decided not to extend their international Sponsorship, but hopefully they will start to support EMMA Italy in their efforts to help the mobile media market growth in Italy.

With kind regards



Alexander Klett
EMMA GmbH CEO