



PRESS RELEASE

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SIM2 Appoints VP of Marketing and VP of Sales and Customer Service

Miramar, FL—April 1, 2010—SIM2 USA is pleased to announce the promotion of Alberto Fabiano to the position of Vice President of Marketing. Fabiano will continue his duties as Sales Manager for Australia and the Western Regional US, in addition to overseeing the marketing efforts from his office in Hollywood, California.

Since joining SIM2 in 2007, Fabiano has worked behind the scenes on marketing, including the development of the company's relationship with Hollywood stars including film directors David Lynch and Francis Ford Coppola, who will serve as the centerpiece of SIM2's 2010 marketing strategy.

"As he does with everything, Alberto has put forth a tremendous effort in building the relationship with Mr. Coppola," says Massimo Zecchin, COO of SIM2 USA. "I know Alberto will guide the marketing activities, building on the momentum already established, with the same drive and determination."

Charlie Boornazian, who had previously served a dual role as VP of Sales and Marketing, will become VP of Sales and Customer Service. He will oversee the entire sales and post-sale operations, including tech support. "As we move forward with the Francis Ford Coppola campaign, I am more than happy to turn the marketing reins over to Alberto," said Boornazian. "We have been successfully working together for two years and will continue to do so. Alberto is very well qualified for this position and will develop creative marketing initiatives that will fuel SIM2 sales."

Zecchin adds, "Team building is the key to our strategy. A strong team effort will lead us to success both inside and outside the company."

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“Our Dealers are not just our ‘customers’ but our key partners; high-quality communication and support are the cornerstones of our industry, and SIM2 is ready to meet the challenge of maintaining these standards,” said Fabiano.

About [SIM2 USA](#) Inc. and SIM2 Multimedia

Since entering the US home theater market in 1999, SIM2 USA, under the guidance of its parent, SIM2 Multimedia (established in 1995), has dedicated its resources to marketing and servicing products that meet the demands of the US market. SIM2 Multimedia is a leading worldwide manufacturer of home theater products and leading provider of high-end performance large screen systems (for control rooms, information, communication, and simulation), and professional projection systems for E-cinema applications. Over the years, SIM2 has gained a reputation for meeting the industry’s demands for new, emerging technologies, offering high-quality and reliable products that meet the customer’s need in any application. Products are designed and manufactured in Italy. The marketing policies of the company are world-oriented, with a direct presence in Italy (headquarters), the USA, UK, China, Germany (sister companies), and in over 60 countries worldwide through partnerships with qualified distributors.

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