



Bridging the Light

Pacific Broadband Networks

Unit 403, Entrance C, Building No. 201
A-10, Jiuxianqiao Beilu
Chaoyang District
Beijing 100015, China
Phone: +86 10 5791 0655
Fax: +86 10 5791 0855
www.pbnglobal.com

Media Release

Release date: January 10th, 2011
Prepared by: Pacific Broadband Networks
Status: Released

PBN appoints Company President

Beijing, China, 31 December 2010 – The Board of Directors of Pacific Broadband Networks (PBN), supplier of optical broadband products and technology solutions, has announced that Mr. Gerhard Nederlof, previously SVP Global Sales and Marketing at PBN, has been appointed President of the Company, effective January 1st, 2011. Gerhard Nederlof is an experienced Senior Executive in the International Broadband Market, spending over 16 years at C-COR (now Arris) as Corporate Vice President, Marketing & Business Development. Before joining C-COR he was the founder and CEO of DataCable, acquired by C-COR in 1991.

“The Board of Directors is confident Gerhard will take a distinctive lead in bringing the Company to meet its strategic goals for future expansion and growth”, said Mr. Bill Zhang, Chairman & CEO of PBN. “He will be driving to turn the Company's global strategy into day-to-day business operations. The appointment reflects PBN's continued growth and global positioning. Gerhard's in-depth market knowledge, senior management experience and strategic abilities seamlessly complement PBN's ambition; Gerhard will help to bring PBN to the level we pursue.”



About PBN

PBN is an experienced global supplier of optical broadband products and technology solutions for HFC, RFoG, FTTx and EMS/OSS applications. We enable profitable and scalable transitions to IP Networks, nowadays required by a consumer-empowered world. PBN is well known globally for its innovation and expertise, offering advanced fibre optic products and solutions for applications demanding high bandwidth for transporting video, VoIP and high-speed data. Today our products are being installed to deliver comprehensive broadband access solutions to over 30 million subscribers, served by hundreds of headend facilities worldwide.

PBN simplifies the operator's transition to IP Networks by providing interoperable, IP-based solutions that help put consumers in control. PBN's products and solutions for high-integrity infrastructures enable operators to build or upgrade their network to meet today's requirements. PBN's innovative EMS and OSS solutions will make it easy to control services offered via the network, maintaining the highest level of quality. PBN's global expertise facilitates network operators' ongoing efforts to support a seamless transition to a connected world.

PBN's offices are located in China, Europe, Australia and the Americas. Local presence by a large number of channel partners extends PBN's regional business and service support. For more information about the Company, the people, the products and solutions, please visit www.pbnglobal.com.

Media Enquiries

All media enquiries should be directed to the PBN Marketing department.

Contact: Ms. Abbe van Osnabrugge
Phone: +31 36 536 8011
Email: avanosnabrugge@pbnglobal.com
