

# Media Release

Released in: Melbourne, Australia  
Release date: 1 February 2010  
Prepared by: Pacific Broadband Networks  
Status: For immediate release

## PBN Announces Appointment of Mr. Gerhard Nederlof as Senior Vice President of Global Sales and Marketing

**Melbourne, Australia, 1 February 2010** - PBN today announced the appointment of Mr. Gerhard Nederlof as Senior Vice President of Global Sales and Marketing. Mr. Gerhard Nederlof will provide the company with strong leadership in global sales and marketing, which will be a major driving factor in achieving strong revenue growth for the future.

Mr. Gerhard Nederlof brings to PBN many years of extensive industry experience in the area of sales and marketing in the telecommunications market place globally. Prior to joining PBN, Mr. Gerhard Nederlof served as Vice President of Sales and Marketing for a US based and listed NASDAQ Company; where he managed the corporate strategy to expand business in international markets and increase annual sales revenue globally to in excess of USD 60 million. He also boasts an impressive track record in various other executive positions that included the development of major product lines, the establishment of a leading service business and much more. Above everything else that has been accomplished, he was also the founder of a successful product development and system integration company for the European broadband market, where he achieved a significant market share for Broadband LAN products and services.



From left to right:  
Mr. Bill Zhang (Chairman/CEO),  
Mr. Peter Saglietti (CTO/Director),  
Mr. Gerhard Nederlof  
(Senior Vice President  
Global Sales & Marketing)

In commenting on the appointment, Mr. Bill Zhang, Chairman/CEO of PBN said, "The appointment of Mr. Gerhard Nederlof was a strategic decision by the company to strengthen our position in the telecommunications market place globally. We are delighted that he is now part of the PBN team. He will be an enormous asset to both our company and our customers."

If you have any questions, please feel free to contact Mr. Gerhard Nederlof, Senior Vice President, Global Sales and Marketing at:

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## About PBN

PBN is a leading supplier of optical broadband access products and solutions. PBN is well-known globally for its innovation and expertise in offering advanced fibre optic products and solutions for applications demanding high bandwidth for transporting video, voice and high-speed data traffic. PBN provides comprehensive broadband distribution and access solutions to tens of millions of subscribers served by hundreds of headend facilities worldwide. PBN's headend equipment, network management and access products are suitable for HFC, FTTx, RFoG, Ethernet and DOCSIS applications.

PBN has a state-of-the-art research and development facility in Melbourne (Australia) and now also in Beijing (China). PBN's offices are in the Americas, Australia, China and Europe. PBN is also well represented by channel partners globally. For more information about the company, the people, the products and the solutions, please visit [www.pbnglobal.com](http://www.pbnglobal.com).

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## Media Enquiries

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

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