



## **ASOKA OPENS HONG KONG OFFICE AND ANNOUNCES LOCAL SCHOOL AS FIRST HONG KONG ENTERPRISE CUSTOMER**

### **To Expand Global Reach Asoka Opens Hong Kong Office and Deploys PlugLAN Powerline MDU Solution at local Hong Kong Primary School**

**FOSTER CITY, CA – January 29, 2008** - Asoka USA, a leading HomePlug® powerline network solutions provider, announced today the opening of its Asoka office in Hong Kong, China. The office, to be managed by the company's founder and CTO, TK Chan, will be the central location for Asia Pacific (APAC) sales and marketing. In addition, Asoka announced P&P Solutions Ltd, a Hong Kong-based system integrator, has chosen and deployed Asoka's PlugLAN Powerline MDU Solution at a local Hong Kong Primary School.

"Our new Hong Kong sales office is a key part of our global expansion plan, and will enable us to provide focused and complete support for our valued Asia Pacific customers and distributors, including PCCW, the leading IPTV provider, Synergy Technologies (Asia) Ltd, a regional distributor and P&P Solutions Ltd, a local system integrator," said Chan.

"The PlugLAN powerline network solution provided our team and our customer a cost effective network that was simple, secure and reliable," stated Francis Li, a consultant at P&P. "We look forward to a long-term relationship with Asoka and to be able to obtain local sales and technical support."

Asoka offers the market's most robust and complete powerline networking solution, utilizing a building's pre-established electrical wiring to deliver Internet connectivity throughout a home or building. Encompassing both residential and commercial verticals through system integrators and service providers, Asoka's product line of Ethernet and wireless adapters, routers, power centers and customer premises equipment (CPE) offer a complete network solution for consumers and small businesses.

#### **About Asoka USA**

Asoka is a leading developer of simple, secure, and reliable powerline networking products that use existing electrical wiring to deliver high-speed networking throughout a home or business. Asoka's innovative products are sold globally through Carriers and Systems Integrators for both residential and commercial environments. The company offers the broadest and most complete portfolio of powerline products available today, and boasts powerline technology leadership and knowledge unparalleled in the industry. To learn more, visit [www.asokausa.com](http://www.asokausa.com).

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HomePlug is a registered trademark of HomePlug Powerline Alliance.

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