



## **ASOKA OPENS EUROPE HEADQUARTERS TO MEET DEMAND FOR IPTV NETWORKING**

### **Appoints Industry Veteran Eduard Blonk to Head European Operations**

**FOSTER CITY, CA – February 26, 2008** - Asoka USA, a leading HomePlug® powerline network solutions provider, announced today the opening of its European headquarters in Amsterdam, Netherlands. Running the office will be Asoka's Vice President of Europe, Middle East and Africa (EMEA) Sales and Marketing, Eduard Blonk. Blonk, most recently Senior Vice President global sales key accounts for Siemens, brings extensive telecom industry experience and a strong familiarity of the EMEA marketplace.

As the world's largest market for HomePlug powerline products due to rapid adoption of IPTV, the EMEA office is a key part of Asoka's global growth strategy. Asoka will support existing EMEA customers, including Clearwire Belgium, Clearwire Spain, Clearwire Ireland, Irish Broadband, Eircom and Virgin Media from its local office as well as all new customers in the region.

Blonk has enjoyed a distinguished career in the telecom market, joining Asoka from Siemens where he served as senior vice president of global sales key accounts for its Home and Office Communications Devices. Prior to the Siemens acquisition of Efficient Networks, Eduard was the business unit manager for Efficient Networks Europe, where he served as senior director of operations, EMEA. Eduard launched the EMEA marketplace for Efficient Networks. Eduard has held various product marketing positions of networking companies throughout his illustrious career. He holds two bachelor of science degrees in Business Economics and Electrical Engineering from The Hague Polytechnic, institute of technology.

"Adding a European based office to our list of global locations expands our reach and enables us to provide local support for our European customers and distributors," said Dano Ybarra, Asoka CEO. "We are happy to have Eduard Blonk heading up our EMEA office and sales efforts, as his expertise in management and sales will strengthen our International footprint and provide exceptional customer service for the EMEA region."

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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