

ADB and Power & Tel Announce Master Distribution Agreement for the Americas

Broomfield, Colorado – July 06, 2017 – ADB, a premier provider of end-to-end TV solutions, and Power & Tel, a leading distributor of communications products and provider of supply chain management and logistics services, recently signed a master distribution agreement for the Americas.

The agreement is ADB's first master distribution deal for the Americas and is part of the company's strategy to expand and provide increased resources, market coverage and expertise to achieve business growth for IPTV. The distribution agreement will significantly benefit ADB partners, resellers and customers with greater efficiencies with local warehouses in USA, Canada, and Mexico.

Power & Tel will initially be focused on ADB's IPTV portfolio in the United States, Canada, Caribbean & LATAM, with additional joint business opportunities on the horizon that will help fuel a very powerful engine for growth for both companies.

"We are very excited to be working directly with Power & Tel, as the company has a strong track record for implementing best processes and systems to support the delivery of ADB products in the Americas," said Frank Kessaratos, Global Head of Sales, ADB. "Power & Tel has the specific, in-depth knowledge of the market landscape that makes them an ideal master distributor of our products."

"The goal of both companies is to ensure product availability for immediate deployment. To excel in ICT, our customers deserve a partner that they can rely on for the right material at the right place at the right time – every time." said Jennifer Sims, CEO, Power & Tel.

The master agreement with Power & Tel allows ADB to greatly increase their distribution capabilities in the Americas, while continuing to support their current distribution partners in the US.

About ADB

ADB is an innovative provider of solutions and hardware for personal and business TV, broadband, and Internet of Things (IOT).

The company's connected solutions bring together its proven expertise and over 20 years of award-winning industry firsts, enabling customers to build successful businesses and deliver the connected experiences that consumers expect in a digital world. ADB has been empowering some of the world's leading content distributors, pay TV and broadband operators since it was founded in 1995.

ADB has a passionate and dedicated team of over 550 people, including a 400-strong engineering team. The company is headquartered in Geneva, Switzerland and has offices throughout Europe, Asia and North America.

For more information, visit www.adbglobal.com

About Power & Tel

Founded in 1963, Power & Tel's extensive distribution system provides service providers and contractors an effective way to get the wide-range of products needed to build and maintain communication networks. As a value-add partner, the company also offers efficient solutions for the management of material and transactions; asset visibility; and maximizing resource & facility capacity. Company headquarters are located in Memphis, TN, with branch offices and distribution centers throughout the United States, Canada, Mexico, and Brazil. Power & Tel's inventory, experience and technologies can help reduce the costs within your supply chain and allow you to reach your profit objectives. To learn more visit www.ptsupply.com or call 800-238-7514.

Power & Tel Press Contact: Mary Stratton, Director of Marketing, mary.stratton@ptsupply.com