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## **Electronics Line Introduces New Branding *Upgrading Everyday Security***

Electronics Line ("EL" or "the Company") (XETRA: ELN) announces the launch of its new brand positioning, tagline and visual identity that complement and reflect the Company's enhanced offering.

The Company, formerly known as Electronics Line 3000 will now be known as EL and will have a new logo accompanied by a new tagline. The naming, logo and tagline changes reflect the Company's updated residential and SOHO security portfolio and offering of upgraded everyday security.

Furthermore, the Company's market leading remote management features and applications are to be better reflected by the Company's new brand. This is further enhanced by new Video Verification features and a new Smartphone Application which will be launched in 2011 as part of the Company's updated residential security with remote management offering.

Douglas Luscombe, EL CEO commented 'We are proud of the new EL brand which now better reflects the Company's commitment of offering enhanced security, catering to a variety of day to day needs and creating advantages for our customers. We are introducing a new logo, branding, and updated product portfolio, all designed to ensure our customers receive the utmost in quality and performance'.

The new logo and tagline have begun to appear in product documentation and artwork, corporate collateral, online presence and company communications. It is expected that by the end of 2011, the new brand will be fully implemented all across.

### **About the Company**

EL is a leading global provider of wireless security with remote management solutions for the mass residential and commercial markets. Multiple technologies and applications are integrated in the solutions to enable real-time, two-way data, audio and video solutions. The Company has over 25 years of experience in the electronic security industry, and is well recognized for its technological innovations and for the high quality of its products. The Company partners with leading monitoring companies, distributors and residential service providers to create unique solutions.

For more information, please visit [www.electronics-line.com](http://www.electronics-line.com)

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"This release contains forward-looking statements, which express the current beliefs and expectations of management. Such statements involve a number of known and unknown risks and uncertainties that could cause the Company's future results, performance or achievements to differ significantly from those



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expressed or implied by such forward-looking statements. A number of these risks and other factors that might cause differences, some of which could be material, along with additional discussion of forward-looking statements, are set forth in the Company's Annual Report and its other filings filed with the Israeli Securities Authority. Forward-looking statements speak only as of the date on which they are made and the Company undertakes no obligation to update publicly or revise any forward-looking statement, whether as a result of new information, future developments or otherwise."