



Your Partner for Growth

## **ECI Telecom Announces Changes in Executive Leadership**

*-- Rafi Maor, current President & CEO, is appointed Chairman of the Board--  
-- Shimon Bart is appointed President and CEO --*

**PETACH TIKVA, ISRAEL, June 13, 2011** – ECI Telecom, a global provider of next generation network solutions, announced today that Rafi Maor, current President & CEO, is appointed Chairman of the Board. Shimon Bart is appointed ECI's new President and CEO effective immediately, replacing Rafi Maor, who has been ECI's President and CEO since 2005.

Shimon was most recently the CEO of Keter Plastic Ltd. - IPG, one of the world's leading global manufacturers and marketers of resin-based home consumer products, with hundreds of millions of dollars in sales and an employer of nearly 1,500 people worldwide. Prior to that, he served as the General Manager of one of Keter's Strategic Business Units. Before joining Keter, he was founder and CEO of VLScom, a start-up company focused on video technologies. Earlier in his career, Shimon served as the CEO of the Israeli and European branch of Kinetics Systems (formerly MMD Israel Technologies Ltd.), an engineering projects company serving the Micro-Electronics, Pharmaceutical and Process industries.

### **Executive Perspectives:**

Shaul Shani, one of ECI's major shareholders and Chairman of the Board of ECI Holding, said today:

"We wish Shimon success in his new role and believe he brings the necessary skills and the business and managerial experience to lead ECI in this new stage of growth. I would like to thank Rafi for his valuable contribution during the past few years, including successfully steering the company during the world's last economic recession. I am pleased that we will continue to enjoy Rafi's familiarity with ECI and deep understanding of the telecom market. We are confident that the synergy between Rafi Maor and Shimon Bart will lead us successfully forward. I will continue to work closely with the company and contribute to its growth and success."

Rafi Maor, new Chairman of the Board, ECI Telecom, commented:

"I welcome Shimon as our new President and CEO and am confident that together, we will continue to lead ECI to future achievements. I am certain that Shimon's extensive managerial

experience and skills will greatly contribute to our ability to achieve our business goals and lead the company towards continuous growth and outstanding accomplishments.”

Shimon Bart, new President and CEO, ECI Telecom, said:

“I am pleased to join ECI Telecom, a leading provider of telecom networking solutions. ECI is active in one of the most dynamic and competitive markets in the world, and I am looking forward to the challenge of leading the company to greater heights.”

-end-

## **Resources**

[ECI Telecom Company Profile](#)

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## **About ECI Telecom**

*ECI Telecom is a global provider of next generation network solutions and services worldwide. The company provides efficient platforms and solutions that enable customers to rapidly deploy advanced cost-effective services. The company successfully operates in developed markets and is also a market leader in many emerging markets such as India and the former Soviet Union.*

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

*Certain statements contained in this release may contain forward-looking information with respect to plans, projections or future performance of the Company. By their nature, forward-looking statements involve certain risks and uncertainties including, but not limited to, product and market acceptance risks, the impact of competitive pricing, product development, commercialization and technological difficulties as well as other risks.*

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