

**For Immediate Release...**

**Media Lario S.r.l. Announces the appointment of Jeff Lyons as Chief Executive Officer**

Milan, Italy 17 April, 2015 – Media Lario S.r.l., a world leader in advanced optical components and systems for space missions, large terrestrial telescopes and satellite imaging systems, announced today that it has appointed Jeff Lyons as its Chief Executive Officer.

Jeff joins the company after a successful career in technology management over 30 years. Jeff's career began in aerospace engineering working with a group of scientists from the Jet Propulsion Laboratory of NASA to develop a high performance optical system which flew aboard the Space Shuttle. After this, he moved into the semiconductor industry where he held a number of marketing and program management roles of increasing responsibility, leading ultimately to the position of Major Account Manager of Cisco Systems for Lattice Semiconductor. More recently, Jeff was the CEO of an Oxford UK based company developing nanometer scale metrology for the semiconductor manufacturing industry. Jeff was instrumental in shaping the technology for automated use in semiconductor manufacturing and in securing commercial engagements with two of the largest semiconductor manufacturing equipment companies.

Jeff also has deep international management experience. During his career in the semiconductor industry, Jeff spent nearly 7 years in Asia, managing customer accounts in Japan, Hong Kong, Taiwan, Singapore and Malaysia. Jeff has lived in the UK since 2000 where he has focused on working with companies which have new and innovative technologies.

In joining the company, Jeff commented, "I could not be more pleased to join the team at Media Lario. The company has over 20 years experience making complex optics and optical systems for the Space, Terrestrial Telescope and Semiconductor industries. The company is a world leader in these areas and leverages the deep experience of the team and the region. The team itself is also very motivated to continue growing the company and it feels more like a new technology company but one with the benefit of two decades of experience."

Jeff earned his Bachelor of Science degree in Electrical Engineering at the California State University of Fullerton, California and his Masters of Science in Management from the London Business School as a Sloan Fellow.

Media Lario is located north of the industrial hub of Milan, Italy, in the Lombardia region. The area is rich with opto-mechanical expertise and experience in the space industry. Additionally, it is located near Lake Como and the historic cities of Lecco and Bergamo.

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For more information on Media Lario, please visit our website at [www.media-lario.com](http://www.media-lario.com)