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FOR IMMEDIATE RELEASE

Sébastien Laffoux and Stephan Ukas-Bradley Promoted to ARRI Inc. VPs

(August 2017, BURBANK) -- ARRI Inc. is pleased to announce new appointments to our team for Sébastien Laffoux and Stephan Ukas-Bradley. Laffoux is promoted from Director to Vice President of Camera Systems Sales for ARRI Inc. He will continue to manage the sales team with responsibility for sales and support of customers and reseller channels in North America.

Laffoux studied Business Management at the University of Toronto, Canada. He is bilingual in French and English, and has been an Account Manager, Technical Sales Representative and Sales Manager with ARRI Canada for more than 15 years. Sebastian brings a wealth of product and application experience to his new, enhanced job responsibility at ARRI.

Stephan Ukas-Bradley is promoted from Director to Vice President of Strategic Business Development and Technical Marketing for ARRI Inc. He maintains relationships with technology partners and facilitates communications with the research and development team. He also manages projects to develop emerging technologies like HDR, VR/AR and computational imaging, while providing technical support to production and post production customers. He is an associate member of the American Society of Cinematographers.

Ukas-Bradley's career with the company started as an apprentice at A&R Cine Technik. He then moved to California to work as a camera service technician in the Burbank office. This transitioned into working as a Technical Representative, first servicing and training customers on cameras, and then the ARRILASER and ARRISCAN. He went on to manage the service department in Burbank from 2000 to 2005, before joining the camera sales team.



In 2010, he was promoted to Product Manager, Digital Production, where he led the introduction of the ALEXA to the US market. In 2015, he was promoted to Director of Strategic Business Development.

Says ARRI Inc.'s President, Glenn Kennel: "I am happy to recognize the many contributions that Stephan and Sébastien have made to ARRI and our customers over their careers. These promotions reflect their increased responsibilities as we broaden product and service offerings to support the needs of our industry."

Both Ukas-Bradley and Laffoux are based in the ARRI Inc. Burbank office.

About ARRI:

Arnold & Richter Cine Technik (ARRI) is a global company within the motion picture media industry, employing around 1,500 staff worldwide. In 2017 ARRI is celebrating its centenary, having been founded in 1917 in Munich, Germany, where the headquarters is still located today. Other subsidiaries exist in Europe, North and South America, Asia and Australia.

The ARRI Group consists of five business units: Camera Systems, Lighting, Media, Rental and Medical. ARRI is a leading designer and manufacturer of camera and lighting systems for the film and broadcast industry, with a worldwide distribution and service network. It is also an integrated media service provider in the fields of film post- and coproduction and international sales as well as equipment rental, supplying camera, lighting and grip packages to professional productions. ARRI Medical focuses on the use of core imaging technologies for surgical applications.

The Academy of Motion Picture Arts and Sciences has recognized ARRI's engineers and their contributions to the industry with 19 Scientific and Technical Awards.

For locations and more information please visit www.arri.com.