



## LEGEND CORPORATION TAPPING INTO

## LUCRATIVE GLOBAL DIGITAL MEDIA MARKET

*Adelaide, South Australia - (March 30, 2005).*

A high tech portable memory storage card, the size of a postage stamp, is expected to generate about \$30 million in revenue this year for South Australian-based listed company Legend Corporation.

The device, the first of its kind to be manufactured in Australia, is tapping into growing worldwide demand for high quality digital media technology in digital cameras, MP3 players, mobile phones and other digital storage devices.

“The global market for this type of portable memory product was \$US11.6 billion in 2003 and this rose to \$US15.9 billion in 2004,” Legend Sales Director Rob Kester said.

“We expect the market to expand further in 2005 as more and more consumers look to increase their digital media storage, particularly for their mobile phones and digital cameras.

“The market has in the past been dominated by US and Japanese based corporations, however Legend is now well placed to carve a considerable slice of this growing demand and we expect to deliver about \$AUD30 million of sales with our own high performance portable memory cards in full year 2005.”

Manufacture of the portable memory cards, known as Secure Digital flash media, began at Legend’s Adelaide facilities this month (March).

Mr Kester said initial sales in Australia and overseas in the past weeks have been extremely strong.

“The global consumer’s ever increasing demand for high performance portable technology opens up enormous opportunities for Legend into the future,” he said.

The Secure Digital memory cards are being sold through Legend’s worldwide distribution channels into 14 overseas markets and in Australia through chains including Dick Smith Electronics, Target, Kmart and Harvey Norman.

“Manufacture of flash memory is a perfect addition to our core memory module business,” Mr Kester said.

“We see enormous sales opportunities for the Secure Digital portable memory card as it is not dependent on the purchase of a personal computer or personal computer upgrade”



The Secure Digital flash memory cards come in a range of capacities from between 64 megabytes and 2 gigabytes of memory, the equivalent of up to 2,200 2 megapixel photographic images for a digital camera or nearly 28 hours of near CD quality music.

Legend is a leading Australian electronics engineering and manufacturing company that designs, manufacturers and distributes memory-based products.

It has manufacturing facilities in Adelaide, South Australia and Johannesburg, South Africa with operations also extending throughout New Zealand, Asia and Europe.

Total revenue for Legend for financial year 2004 was \$125 million and the company is on target for a 40% rise in revenue to \$169.9 million for financial year 2005.

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