



## Legend appoints Asia Sales Director

**Adelaide, South Australia - (May 26, 2005)**, Legend has appointed Mr Stanley Seah to head up sales in the Asian region with particular focus on the South-east Asian region. "Stan brings with him a wealth of experience in both sales & product management, he has proven his ability to grow business in both ASEAN and Asia Pacific over the last 10 years" said Rob Kester, group Sales Director for Legend.

The ASEAN region has a population of about 500 million, a total area of 4.5 million square kilometres, a combined gross domestic product of US\$737 billion, and a total trade of US\$ 720 billion. Legend sales in the region will be strengthened by just in time manufacturing and logistics in Singapore from Legend's new Changi North facility.

Asia is Legend's largest export market, total overseas sales are expected to account for 30 percent of revenue this year and 50 percent in 2005-06. Seah is chartered with growing sales of Legend's core memory module products as well as sales of flash based product such as Secure Digital (SD) and Multimedia Card (MMC) digital media products which are taking advantage of growing demand for high quality digital media technology in digital cameras, MP3 players, mobile phones and other digital storage devices.



**Legend CEO Bradley Dowe welcomes Stanley Seah to the company.**



## **About Legend**

Legend is a leading Australian electronics engineering and manufacturing company that designs, manufactures and distributes memory based products including memory modules and related computer components. Legend is globally competitive with operations extending throughout Australia, New Zealand, South Africa, Asia and Europe. Legend was established in 1989 and commenced manufacture operations in 1993. LEGEND has manufacturing facilities in Adelaide, South Australia and Johannesburg, South Africa. Legend has a broad range of clients from key global clients including Dell, Hewlett Packard, Acer and NEC to major Australian based computer assemblers including IPEX, ASI and Optima through to major merchandising chains such as Harvey Norman, Dick Smith Electronics, Kmart and Myer.