

Legend Corporation Commences Production at Singapore Manufacturing Facility

Legend Corporation (ASX:LGD) has commenced production at the company's new Singapore manufacturing facility. Legend's Singapore operation will focus on the production of flash media for digital cameras and mobile phones and will produce some popular models of Legend's traditional DRAM memory module server, desktop, notebook and printer product range. This facility will service growing customer demand and enable shorter delivery times in the Asean region.

Legend's South Australian facility will continue with production to meet growing demand from the Australian and New Zealand markets. The South Australian facility will also continue as Legend's research and development headquarters focusing on new product and process development.

Over the last twelve months Legend has experienced tremendous growth in the Asean region and production from the Singapore facility will ensure that we can keep our delivery time in this region down, says Legend CEO, Bradley Dowe. Our just-in-time delivery model has been extremely successful in Australia and New Zealand and this new facility will ensure that our Asean customers can also depend on the same level of service.

The Singapore operation will also cut delivery times to Legend's expanding customer base in Europe, South Africa and Greater China.

We will be able to reduce delivery times to Europe by two or three days and to South Africa by one or two days. Legend is always globally competitive on price, the launch of this facility will ensure our customers across the globe have access to our products more quickly, says Dowe.

Initially the Singapore production line will equal the output of the Adelaide facility although it has been built to accommodate a production increase of three times these levels. This facility incorporates the very latest production technology providing support for Legend's future product roadmap.

About Legend

Legend is a leading Australian electronics engineering and manufacturing company. Legend designs, manufactures and distributes memory based products such as memory modules, flash media and USB products. The Legend Digital range of products includes LCD screens, DVD players, Digital Television Receivers and PVRs. Legend is globally competitive with operations extending throughout Australia, New Zealand, South Africa, Singapore, Hong Kong, Thailand and in Europe. Legend was established in 1989 and commenced manufacture operations in 1993 and has manufacturing facilities in Adelaide (South Australia) and Singapore. Legend has a broad range of clients from key global companies including Acer, Sony, Xerox, NEC and Dell, through to major Australian based computer systems integrators such as Volante, ASI and Optima. Legend's branded products are supported by major merchandising chains including Dick Smith Electronics, Kmart, Myer and Harvey Norman.

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