

Legend Corporation Releases Memory for Mobile Telephones

Legend Corporation Limited (ASX:LGD) an Australian digital technology company, has announced the release of a range of Multi Media Card (MMC) flash media products suitable for most new mobile phones. The new product range will service the rapidly growing mobile phone sector that requires additional storage to support multimedia functionality such as MP3 music players, digital cameras, email and games.

In an Australian first, the MMC flash media cards will be manufactured locally at Legends Adelaide production facility as well as at the companys Singapore facility.

Legends CEO Mr Bradley Dowe says that this new product range is a prudent next step for the company. Legend is excited to be addressing this rapidly growing market and we see a great opportunity to lever new business within the telecommunications sector, says Dowe.

This new product range services the rapidly growing mobile phone market which has achieved growth of nearly 20 per cent year on year and is poised to exceed 200 million units shipped worldwide during the fourth quarter of 2005 alone. Approximately 82 per cent of the Australian population have a mobile phone subscription, which equates to 90 per cent of adults and 72 per cent of all households having a mobile phone. Mobile telecommunications is one of the fastest growing markets in Australia, contributing AUD\$5 billion annually to the Australian economy.

As consumers demand more functionality from their mobile devices they naturally require additional storage to support their applications. As a digital technology company we are pleased to be able to respond quickly to consumer demand and provide a quality product to meet this rapidly expanding market segment, says Dowe.

The Legend manufactured flash card will initially be marketed in capacities ranging from 256MB to 1GB and will be offered for sale to existing OEM customers, distributors and retail department store clients. The Legend MMC card will also pave Legends entry into a new mobile telephone market segment and provide sales opportunities for other Legend products targeted towards leading handset manufacturers, telecommunication service providers and specialist telephone retailers.

About Legend

Legend is a leading Australian digital technology company that designs, manufactures and distributes memory based products including memory modules and related products. Legends operations extend throughout Australia, New Zealand, South Africa, Singapore, Hong Kong, Thailand, Taiwan and Europe. Legend was established in 1989 and commenced manufacturing operations in 1993. Legend has manufacturing facilities in Adelaide (South Australia) and Singapore. Legend has a broad range of clients including Acer, Sony, Xerox, NEC and Dell, through to major Australian based computer systems integrators such as Volante, ASI and Optima. Legends branded products are supported by most major merchandising chains including Dick Smith Electronics, Kmart, Myer and Harvey Norman.