

Legend Corporation signs on as AMD distributor in Sub Saharan Africa

Legend Corporation has today announced that AMD will extend Legend's distribution rights to include Sub Saharan Africa. This announcement builds on an already strong relationship between the companies with Legend acknowledged as AMD's largest distributor in Australia and New Zealand. Legend Corporation has maintained a presence in Africa for the last five years. This was stepped up when Legend bought out its joint venture in March this year to enter the market in its own right.

Legend will offer AMD processors alongside its manufactured memory modules & digital media as well as the Legend Digital range of consumer electronics to its client base of system integrators, resellers, retailers and value added resellers.

"We see the addition of AMD distribution in Africa as a great value add to our client base who have previously been disadvantaged by low stock levels and high prices for AMD products in this region," said Rob Kester Sales Director for Legend.

Previously Legend was a sub distributor for AMD in Africa and this move coincides with an increased AMD headcount in the region. The direct relationship came into effect on October 1st.

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. Legends branded products are supported by major merchandising chains including Dick Smith Electronics, Kmart, Myer and Harvey Norman.