

PLDS appoints Dash PR to handle PR business in Australia

Sydney, Australia, March 10, 2011 – Philips & Lite-On Digital Solutions Corporation (PLDS), a worldwide leader in Optical Drive Disc (ODD) manufacturing has appointed Dash PR to manage its public relations in Australia.

Headquartered in Taipei, Taiwan, PLDS is a joint venture between Royal Philips Electronics and Lite-On IT Corporation. PLDS is a recognised player in the technology space, particularly in the ODD market handling global brands such as Lite-On, HP and Plextor.

Dash PR will work with PLDS to develop brand awareness for the Lite-On and Plextor brands and its diverse range of products within the Australian market. The campaign will focus on positioning the Lite-On and Plextor brands through a variety of activities including new releases, product placement and reviews, features and profiling.

Minnie Lin, Marketing Manager at PLDS, said, "PLDS has been experiencing considerable growth and is expanding its brands and product lines globally. The Australian market is a valuable addition to PLDS' development strategy and we were looking to partner with a proficient PR outfit to assist us with our entry into the region. Referred by one of its global clients, Dash PR has a demonstrated expertise in IT and consumer technology working alongside major vendors and implementing successful PR programs. PLDS looks forward to working with Dash PR and building a strong, long term relationship."

Christine Kardashian, director of Dash PR is pleased to have PLDS on board and is keen to foster a fulfilling business relationship. And, the timing could not be better with Dash PR celebrating its third year in business next month.

For an interview with Christine Kardashian, Director of Dash PR, please contact Christine on 02 8084 0705 or 0416 005 703, or via email at chris@dashpr.com.au.

About Dash Public Relations Dash PR provides business to business and business to consumer consulting and public relations, media relations, investor and analyst relations, internal communications, issues management and crisis communications, as well as media training, event management, writing services and integrated PR and advertising campaign management. Dash PR is a member of the Registered Consultancies Group (RCG) of the Public Relations Institute of Australia. For more information, visit www.dashpr.com.au.

Contacts

Christine Kardashian
+61 2 8084 0705
[mailto: chris@dashpr.com.au](mailto:chris@dashpr.com.au)