

Transcend selects Dash PR to manage A/NZ public relations

Sydney, Australia, May 18, 2011 – Transcend Information, Inc. (Transcend), a worldwide leader in storage and multimedia products has appointed Dash PR to handle its public relations business in Australia and New Zealand.

An established global company with offices around the world, Transcend has an extensive product portfolio which has grown to include over 2,000 memory modules of every type, flash memory cards, USB flash drives, MP3 players, digital photo frames, portable hard drives, multimedia products and accessories.

Transcend has engaged Dash PR to further develop the brand in the region through positive positioning and proactive placement. The campaign will focus on new product releases, reviews and features to help foster key media relationships, as well as exploring promotional and advertising opportunities, and establishing a social media presence.

Steve Chang, Vice President of Sales and Marketing at Transcend, said, “Transcend has recognised the Australian and New Zealand markets are important to our overall growth strategy and to support this we need to broaden our brand in the region. Recommended to us by our local agency, we were pleased to learn that Dash PR has extensive experience working with technology products and achieved impressive results. Transcend anticipates a successful future and looks forward to working and growing with Dash PR.”

Christine Kardashian, Director of Dash PR, said, “Dash PR is delighted to add Transcend to its expanding portfolio of technology clients. Technology is an area of expertise for Dash PR and it is very fulfilling to know our capabilities and strong relationships have built a reputation that is producing quality business leads and referrals. Dash PR is devoted to delivering successful public relations campaigns and we are excited to be able to contribute to Transcend’s business in Australia and New Zealand.”

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.

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