



Legend presents EIA-Legend \$5,000 Award at the EIA Annual Dinner

Adelaide, November 21, 2005 — Legend CEO Bradley Dowe, with the Governor General of Australia, proudly presented the EIA-Legend \$5,000 Award for Entrepreneurship by an individual. Measured by specified criteria, the award is only presented to an individual who develops a viable “Technology Business”, including: Market Assessment; Resource Assessment; Product or service Delivery; Financial Strategies; Intellectual Property and Risk Management; Commercialisation Plan and the Presentation of the Business Plan.

The EIA presents Awards for Excellence each year to individuals and groups in three senior categories in 2003, which expanded to six senior categories in 2005, as well as to students from the five tertiary institutions which provide training in electronic engineering in Adelaide. Awards for Excellence have been presented to the South Australian Electronics Industry since 1984.



About Legend

Legend is a digital technology company that makes and sells memory and memory based consumer electronics products to customers across the globe. Legend’s 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. The Legend Digital range of consumer electronics offer customers innovative technology at prices they can afford and is available at major merchandising chains including Dick Smith Electronics, Kmart, Myer and Harvey Norman.