

Synnex Australia Announces LG Partnership

Melbourne, Australia (March 2005) – Global Electronic giant LG Electronics has joined forces with leading IT Distributor Synnex Australia.

Traditionally, LG's products could be found at Australia's leading mass-market retailers, however Synnex will provide further incremental growth to LG via its broad base of over 5000 established IT resellers. This agreement with Synnex reinforces LG's focus on pushing growth and promoting its new products throughout Australia.

"It is a very exciting time for LG Electronics. We are about to embark on a new level of growth resulting from our partnership with key IT Distributor Synnex" said George Davos, National IT Sales Manager, LG Electronics Australia.

"This partnership is key in ensuring continued growth of our brand in Australia and importantly provides more Australians with the opportunity to benefit from LG's range of IT products." George added

Commenting on the new partnership, Rodney Rodrigues, Category Manager, Marketing – IT, LG Electronics Australia said "We bring to market an extensive range of leading edge Notebook PC's, monitors and optical storage devices. Our relationship with Synnex will further increase the reach of LG's brand and these premium products into Australian business and households.

He added, "With Synnex's established network of resellers, we will be able to offer more Australian business and consumers access to the premium quality IT products that LG is becoming famous for."

Frank Sheu, Synnex Australia Managing Director stated, "At the moment, we have begun supplying products from LG's entire IT range. This includes Optical drives, conventional and Flatron LCD Screens and Large format screens. Moreover, we will distribute their entire collection of Notebooks. This product category is especially exciting and includes the graceful 15 inch LS Express Series and the LW Express Series with wide screen premium as well as the LT series which has extremely high mobility and usability".

Sheu added "I am sure this will be adapted further in the future as our aim is to become the number one supplier of LG Products in Australia, a one stop shop throughout the channel". We are convinced that between us we will expand LG's product reach and increase their marketshare.

Sheu said, "We are happy to be associated with such a highly regarded household name. Customers around the world recognize the quality of LG. Once more, this re-emphasizes Synnex's own strength and continual growth".

ABOUT SYNnex

Formed in 1991, MiTAC Australia rapidly expanded from a local PC manufacturer and supplier to a nationwide distribution company specialising in Supply Chain Management. In 1997, MiTAC Australasia incorporated under the name Synnex Australia Pty Ltd to reflect its association with Synnex Technology International Corporation, the largest distribution company in the Asia Pacific region and ranked the third largest worldwide.

Today, the worldwide strength of the Synnex group of companies is reflected by their international market share positions. Synnex Australia is highly respected within the IT distribution market in Australia and by the largest IT distributor in

Taiwan. Internationally, Synnex is the third largest IT distributor in Australia, among the top two in China, number one in Thailand and number three in North America. Moreover, it is a major player in Hong Kong, Japan, Mexico and the UK.

Synnex endeavours to service all businesses in the IT industry including SME Resellers, System Integrators, Computer Retailers, Original Equipment Manufacturers, Corporate Retailers and VARs. Importantly, Synnex has established strategic partnerships with a large range of leading IT manufacturers.

Synnex differentiates itself from its competitors by its expertise in Supply Chain Management (SCM). The strategic implementation of Just in Time Delivery (JIT) offers scheduled deliveries and an efficient RMA service provides rapid warranty replacement. Superior SCM also ensures inventory is available and items are current.

Synnex was ranked 482 in "BRW1000" November 2004 based on CY2003 results.

For more information visit the company's website at www.synnex.com.au or alternatively call 1300 880 038

Daniel Feldman
Marketing Manager
Synnex Australia Pty Ltd
Tel: 03 8540 8888
Email: danielf@synnex.com.au

Frank Sheu
Managing Director
Synnex Australia Pty Ltd
Tel: 03 8540 8888
Email: frank@synnex.com.au