



ADATA ENHANCES THE PRESENCE IN AUSTRALIA THROUGH SYNNEX PARTNERSHIP

Melbourne—September 2, 2013—ADATA™ Technology, a leading manufacturer of high-performance DRAM modules application products, has signed a distribution agreement with

Synnex Australia. This agreement enhances the presence of ADATA Products throughout

Australia. ADATA brings the best and most popular ADATA DRAM Modules into Australia through this strategic partnership with Synnex.

Shalley Chen, Executive Vice President of ADATA said, “We aim to increase our market share significantly in Australia by providing full product availability.” She continued, “The new addition of Synnex’s well established reseller network can increase our full product availability and customer service capability.”

Yu Chen Liao, Product Director of Synnex Australia, echoed, “We are delighted to be a strategic partner with ADATA in Australia.” He added, “The world leading ADATA DRAM modules are one of the top choices for top-tier enthusiasts in nationally- from gamers, to power users, to system builders.”

Liao continued, “Synnex has extensive and in-depth knowledge in component market with over 7,000 resellers in our channel network.” This accelerates the expansion of ADATA to penetrate the Australian market. “Demand for the higher PC performance from the top-tier enthusiasts continues to increase in Australia.” ADATA is the leader in this field with the XPG DRAM products.

Shalley Chen, Executive Vice President of ADATA said, “We have confident that Synnex’s comprehensive infrastructure with four warehouses located in major cities together with their superior services can provide assurance to the highest customer satisfaction.

Operating on a business model that focuses on product reliability and rapid adoption of new technology, ADATA has grown quickly since its founding just 12 years ago. Included among the company’s DRAM modules to be made available are XPG, Premier Pro, and Premier series DRAM modules, in all major form factors.

About ADATA

ADATA Technology, one of the world’s largest vendors of DRAM Modules and USB Flash Drives, provides complete memory solutions, including memory cards, solid state drives, and portable hard drives. ADATA products are internationally recognized by Germany’s iF Design Award, red dot Award, CES Best of Innovations Award, Japan’s Good Design Award, Best Choice of Computex Award, and Taiwan Excellence Gold Award. The company’s slogan of Love, Life,

Dreams, embodies the ADATA brand and the role of innovative memory products in the human pursuit of universally cherished ideas.

For more information, please visit:

www.adata-group.com .

*Synnex Australia
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