



## Press Release

### Logitek Announces Formation of Logitek Australia

NAB 2007, Booth N6521 – Logitek Electronic Systems has announced the formation of Logitek Australia to handle sales, support and service of Logitek products in that country.

Logitek Australia is a partnership between Logitek and Dingbat Technology, founded by Paul Dengate. Since Dingbat's inception in 2001, Dengate has been associated with Logitek in a technical support capacity, providing software testing and documentation services to Logitek's USA operation as well as technical support for Australian customers through Maser Technology. Keith Edmondson, formerly of Maser, joins Logitek Australia in a sales and project planning capacity.

Logitek Australia replaces Maser Technology as Logitek's dealer in Australia effective April 7, 2007. "Maser is an excellent dealer and we have great respect for their abilities," said Tag Borland, Logitek president. "However, we felt the need to expand our sales and support role with our Australian customers. By working in partnership together with Dingbat Technology under the Logitek Australia banner, this will enable us to provide an improved client focus and create a local presence for project support and service." Borland says Logitek Australia's workshop will enable product repair/service locally in Sydney and will allow in-country stocking of spares and replacement parts.

The Logitek Australia office, in addition to supporting Australian customers, will assist the company in expanding its presence in the Asia-Pacific region. Logitek Australia General Manager, Paul Dengate says the new venture was the next logical step for both his business and the Logitek product. "In the past six years we've made significant inroads into the Australian market on the strength of our in-depth product knowledge. Setting up an Australian regional office of Logitek made a lot of sense, as it allows a direct customer relationship and closer ties to the parent company. The establishment of a US-backed spares and repair facility in Australia will be a great benefit to our existing 25 sites in Australia and new customers here and within the Asia-Pac region."

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Logitek Australia's Sydney office and warehouse location will be announced in late April.

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