



A-DATA Announced Channel and Brand strategy to commit Long term Development in India

Mumbai, 17th Mar, 2010. A-DATA Technology Co., Ltd., the worldwide leader in DRAM memory and Flash application products provider, announced its channel and brand strategy for India in a conference held in Mumbai today. To make presence stronger, the company also commits a soon-to-be opened India office in May, 2010.

“A-DATA India office will ensure that customers’ needs are responded in a timely manner,” said Shalley Chen, Executive Vice President of A-DATA Technology. This justifies our global sales and brand strategy, and A-DATA will further strengthen our local presence and provide our customers and end users with the most timely and top quality service in India.”

Along with these on-going activities, three channel meetings were held successfully in Kolkata, Patna and Siliguri, to further enhance A-DATA’s partnership with major distribution channels. Greater accessibility and visibility of A-DATA’s products in domestic market can be expected in the near future.

The company is also pleased to be informed that local market responded well to all these lately movements of A-DATA. On the newly released winner list of Compass Award for 2010 by the renowned IT Exhibition in Kolkata, A-DATA’s NH92 was awarded with the best value new product. A-DATA was also awarded with Best Booths Award for its outstanding booth design.

ADATA just introduced its brand-new corporate identity at the beginning of this year to address its determination of expanding a solid international brand. Coupled with a modern, stylishly designed with vivid colors, a hummingbird icon symbolizes not only the fundamental corporate values of the company with of “integrity, fairness, honesty, diligence, ingenuity, harmony, love and innovation”, but also the splendid moments in life. A-DATA wishes to help customers store their every marvelous moment in life. The colorful hummingbird will both presents the all-new brand Image of A-DATA and conveys its product values to customers.



About A-DATA

A-DATA Technology, the world's 2nd largest vendor of DRAM Modules (iSuppli, May 2009), 4th largest of USB Flash Drives (Gartner, May 2009), and the Top 20 global brand in Taiwan, provides complete memory solutions, including DRAM Modules, USB Flash Drives, Memory Cards, Solid State Drives and Portable Hard Drives. Committed to constant innovation, A-DATA delivers first-rate quality and industry-leading product performance to worldwide customers. Widely known for its distinctive design, A-DATA products are internationally recognized by Germany's iF Design Award, Reddot Award, CES Best of Innovations Award, Japan's Good Design Award, Best Choice of Computex Award, and Taiwan Excellence Gold Award. For more information, please visit our website at www.adata-group.com