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Press Release

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REGION4 ANNOUNCES PLANS FOR NEW OFFICE IN NEW ZEALAND

Region4 are pleased to announce the planned opening of a new office in Auckland, New Zealand, in order to meet the growing demands of the reseller channel.

Region4 is currently recruiting for a New Zealand Country Manager, who will provide a direct sales/support presence for the New Zealand market. The new office will be located in Albany in Auckland and is planned to be operational by October 2005.

"In order to meet the growing demands of our channel, and the future expanding product offering we have, we realized that a direct sales/support presence is needed in New Zealand. We believe that there are tremendous opportunities for our product range in the New Zealand market that have not yet been tapped into. By being able to offer local pricing, local supply and a

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local spare parts base to our existing and new reseller network we expect to be able to achieve significant growth in New Zealand", said Callum Hingston, Managing Director Region4.

Region4 has a 8 city Roadshow planned for October of this year in conjunction with major vendor partner Primera Technology. The Roadshow will include Melbourne, Sydney, Brisbane, Canberra, Adelaide, Perth, Auckland and Wellington. This show will be an introduction to the New Zealand resellers of Region4's products and their new Country Manager.

About Region4

Region4 is the leading distributor in Australia and New Zealand for CD-R and DVD printing, duplicating and publishing solutions. Since 1997, Region4 has developed strong relationships with the world's largest and most innovative manufacturers of disc printing, duplicating and publishing systems, and is the sole authorized distributor in the region for [Primera Technology](#), [Rimage Corporation](#), [R-Quest Technologies](#), and [Datatronics Technology](#). Region4 provides the most comprehensive range of equipment to the market, via educated and knowledgeable channel partners.