

# FLEXTRONICS

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## **FIREDOG LAUNCHES AS FLEXTRONICS' FIRST ON-LINE, BUSINESS-TO-BUSINESS AND BUSINESS-TO-CONSUMER TECHNICAL SERVICES SOLUTION**

*EXPANDED REACH INTO TECH SUPPORT SERVICES INCREASES EXISTING COMPETITIVE SOLUTIONS OFFERING*

**DALLAS, Texas – July 13, 2010** –Firedog, the former exclusive technology service company for Circuit City, was today introduced as the first on-line direct-to-business and direct-to-consumer offering from Flextronics (NASDAQ: FLEX), a leading Electronics Manufacturing Services (EMS) provider. Flextronics Retail and Technical Services (RTS) business unit, which provides in-store, in-home, phone-based and web-based installation, maintenance and support services for electronic products, will combine Firedog's premium technical service solutions with its existing design, manufacturing and service expertise across technologies and products ranging from personal computers, servers and mobile phones to televisions, Voice over Internet Protocol (VoIP), surround sound, and wireless fidelity (Wi-Fi). The combined offering of Firedog and Flextronics RTS delivers state of the art connected home and business solutions for all electronic solutions and a superior service experience for OEMs, retailers, carriers, consumers and small to medium businesses.

“Firedog is a natural extension to the end-user services we offer through RTS, where we provide high-quality service and technical support to small- to medium- businesses, enterprise and consumers on behalf of our OEM, retail and carrier customers,” said Caroline Dowling, president of Flextronics RTS. “The addition of Firedog increases our ability to provide a superior technology service experience direct to the home, to the office or remotely.”

From providing design, manufacturing and supply-chain services that simplify the global product development process, Flextronics offers the broadest worldwide EMS capabilities. Dedicated to delivering increased value and innovation to customers, Flextronics leverages its global economies

of scale in manufacturing, logistics, procurement, design, engineering and original design manufacturer (ODM) services across a wide range of products and customer segments. Now, Flextronics is utilizing its vast technological expertise to assist consumers and small businesses on an individual basis, through Firedog.

Firedog delivers unparalleled knowledge of the most current technologies and offers a simple and effective approach to customers seeking technical assistance. Firedog services are currently available throughout the United States. For more information or to schedule a consultation, visit [www.firedog.com](http://www.firedog.com) or contact the national call center at 1-800-FIREDOG.

**About Firedog:**

With operations throughout the United States, Firedog, a division of Flextronics RTS, specializes in technical installation and maintenance for home and office equipment. Formerly associated with Circuit City, Firedog is not exclusively affiliated with any retailer, allowing them to offer technological support services regardless of electronic brand. Firedog offers a variety of ways to service and install equipment: by making house calls, taking questions via phone and Internet, and repairing computers remotely. For more information, visit [www.firedog.com](http://www.firedog.com).

**About Flextronics:**

Headquartered in Singapore (Singapore Reg. No. 199002645H), Flextronics is a leading Electronics Manufacturing Services (EMS) provider focused on delivering complete design, engineering and manufacturing services to automotive, computing, consumer, industrial, infrastructure, medical and mobile OEMs. Flextronics helps customers design, build, ship, and service electronics products through a network of facilities in 30 countries on four continents. This global presence provides design and engineering solutions that are combined with core electronics manufacturing and logistics services, and vertically integrated with components technologies, to optimize customer operations by lowering costs and reducing time to market. For more information, please visit [www.flextronics.com](http://www.flextronics.com).

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