

## **D-LINK CAPTURES Worldwide #1 MARKET POSITION IN UNMANAGED SWITCHING**

*D-Link Settles Into the Number One Worldwide Market Position in Unmanaged 10/100 and Gigabit Switch Segments with both Revenue and Ports Shipped According To Synergy and In-Stat Research Firms.*

**Sydney & Auckland, April 20, 2005** — D-Link, a global leader in the design, development, and manufacturing of networking, broadband, wireless, and communications technologies for the SOHO, SMB and enterprise markets, today announced that it has captured the top market share position in unmanaged Ethernet switching worldwide.

All evidence points to D-Link's successful breakthrough to the number one market position. As a core competency of the billion dollar company, D-Link delivered more unmanaged switch ports in both the 10/100 and Gigabit technologies than any other company in the World for 2004 according to most analyst reports, including those published by Synergy and In-Stat Research Firms.

"D-Link has shown exceptional growth in the unmanaged switch market segment in 2004," said Sam Lucero, Industry Analyst of In-Stat. "According to our research, D-Link is aggressively targeting the SMB and SME markets with a wide array of business class networking."

"In 2005, we are making an additional focus and commitment to winning switch business by delivering best in class solutions that is providing advanced networking solutions for any IT managers in small to medium business and enterprise market segments," said Domenic Torre, D-Link Managing Director Australia and New Zealand.

"We have a strong switch offering that further showcases our ability to provide a complete end to end solution," continued Torre

According to the Synergy Research Group Q4 2004 LAN Switch Equipment Market Shares report, D-Link is the hands-down leader in worldwide unmanaged switching in ports shipped and revenue in 2004, delivering market share that is nearly double that of the nearest competitor in both 10/100 and Gigabit segments. D-Link increased market penetration by more than 1000% YOY in unmanaged switch ports, resulting in a commanding 45.1 and 31.7 percent ownership of the unmanaged Gigabit and 10/100 switch markets, respectively. The report further showed that D-Link owned 42.5 percent of unmanaged Gigabit and 32.0 percent of unmanaged 10/100 switching revenue in 2004.

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The In-Stat 4Q 2004 Ethernet Switch Market Analysis report also supports D-Link's #1 position worldwide for unmanaged switching in 2004, reinforcing D-Link's double digit percentage lead of the worldwide unmanaged Gigabit switch market.

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### About D-Link

D-Link is the global leader in connectivity for small, medium and large enterprise business networking. The company continues to strive for excellence as an award winning designer, developer, and manufacturer of networking, broadband, digital electronics, voice and data communications solutions for the digital home, Small Office/Home Office (SOHO), Small to Medium Business (SMB), and Workgroup to Enterprise environments. With millions of networking and connectivity products manufactured and shipped, D-Link is a dominant market participant and price/performance leader in the networking and communications market. D-Link Australia and New Zealand headquarters are located at 1 Giffnock Avenue, North Ryde, NSW, 2113, Sydney Australia. Phone (02) 8899 1800 FAX (02) 8899 1868; Internet [www.dlink.com.au](http://www.dlink.com.au); email [marketing@dlink.com.au](mailto:marketing@dlink.com.au).

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D-Link products are distributed in New Zealand by: Dove Electronics NZ, LAN 1 Distribution NZ, and Ingram Micro NZ.

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<p>D-Link Australia Pty Ltd, headquarters is located at 1 Giffnock Avenue, North Ryde, NSW 2113; (Ph) +61 2 8899 1800, (fax) +61 2 8899 1868; Members of the media can contact Maurice Famularo, Marketing Director Australia &amp; New Zealand by phone at +61 2 8899 1861 (direct line) or e-mail at <a href="mailto:maurice@dlink.com.au">maurice@dlink.com.au</a></p>
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