

D-Link Australia announces new Distribution Partner in WA

Sydney, Sept 1st 2004 — D-Link, a worldwide leader in design, development, and manufacturing of networking, broadband, wireless, and communications technologies, today announced the appointment of EDSys IT Distribution Pty Ltd as a Value Added Distributor in the West Australian market.

EDSys has been sub-distributing D-Link products since early 2002, growing and supporting D-Link Australia in its efforts to gain market share in this strategically important geographical marketplace.

As a result D-Link's market share into WA has grown without cannibalising any existing business from D-Link's traditional distribution channel.

"EDSys IT Distribution has provided a high level of 'Value Added' services to the local West Australian market such as conducting Wireless Site Surveys with resellers, implementing an excellent On-Line Ordering facility, and expanding on their already strong technical skills combined with a focus on D-Link networking products," said Domenic Torre, General Manager D-Link Australia & New Zealand. "We have been very impressed over the past 2 years with EDSys's proactive approach and commitment to D-Link and the technology that we represent, from Wireless through to Broadband, Switching and IP Security, and this announcement is the result of that commitment."

General Manager of EDSys IT Distribution, Greg McDougall, says "EDSys's decision to pursue D-Link distribution was based on the extensive range of product offered, and its known quality and affordability. EDSys from its inception has pursued manufacturers of quality product in which D-Link was a natural fit. In addition, it allowed us to maintain our philosophy of supplying non conflicting products and to give focus and commitment to D-Link."

Going on, Mr McDougall states "The formal addition of D-Link to our distribution stable will strengthen our position as a major Western Australian based stockist of quality products and allow us to maintain our position as 'supplier of choice' to many resellers. EDSys looks forward to continued evolution and development of its business model, with commitment to the channel in areas including pre sales support, training, fulfilment and after sales service. Further technology development of our information systems will play a major part in this process. We are delighted to cement our relationship with D-Link and look forward to a continued and successful partnership."

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Press News Release

Immediate release

About D-Link

D-Link is a worldwide leader and award-winning designer, developer, and true manufacturer of networking, broadband, Wireless, digital electronics, and 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 global manufacturing International Standards Organization ISO 9001, 9002, ISO 14001 Certifications and numerous National Technical Excellence awards earned for R&D and manufacturing, D-Link delivers product excellence, quality, reliability, compatibility, high-performance within standards, and easy installation software, educational materials, and manuals. The company has increased its world-class production capacity to more than a million square feet of manufacturing facilities in six state-of-the-art factories in four countries -- Taiwan, China, India, and the United States. With millions of Ethernet adapters and millions of hub and switch ports manufactured and shipped, D-Link is a dominant market participant and price/performance leader in the network and communications market. D-Link has been profitable every year since its inception in 1986, and continues to grow at a rate that will allow the Company to experience continued prosperity. D-Link sets the standards for market affordability, while focusing on "Building Networks for People."

D-Link Australia, 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 & New Zealand by phone at +61 2 8899 1861 (direct line) or e-mail at maurice@dlink.com.au

D-Link products are distributed in Australia by: BJE Enterprises, Bluechip, LAN 1, Pacific Datacom, Page Data, Synnex Australia and Tech Pacific Australia.

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

About EDsys IT Distribution

Established in 1992, EDsys was formed with a charter to develop an effective hardware and software distribution channel. The company has grown over the last twelve years into a sound, long term player in the market, Australian owned with strong financial backing.

Amongst the company's product stable are some of the world's best known computer peripheral manufacturers such as Sony, D-Link, Matrox, NEC, LG, Hitachi and Microsoft. This wide base of vendors is further enhanced by a large and varied stock holding, EDsys caters for every need from networking through to emerging multimedia technologies.

Local additions to the line up include the EDsys PC and Server range. These products have found their way into many of Australia's Government and Corporate offices and are resold Australia wide through national retailers. Boasting "cutting edge" components, the EDsys PC range is truly state of the art and is being sold extensively throughout the country. It is well recognised today as one of Australia's most reliable and well assembled computers. Optional on site warranty is available Australia wide.

The company's dealer base comprises of some of Australia's most successful resellers, VARs and consultants. This dealer network consists in the majority, of experienced computer sales and service personnel who are called upon to provide specific solutions.

EDsys computers are approved for Government purchasing by inclusion on the CUA contract 16503 supplier list, effective September 1, 2004 and are ISO 9001 Quality Approved.

From its inception EDsys has been support orientated. Fully qualified management and technical support staff together with experienced sales staff interface with dealers on a daily basis to ensure that the product lines carried are fully supported, both in a technical and sales/marketing sense.

Attention to detail, together with a willingness to develop a strong dealer base has enabled EDsys to expand to the point where EDsys has a dealer network across Australia. The development path is ongoing with a goal to provide the best selection of reliable and profitable lines to the majority of the Australian reseller and VAR base.

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