

D-LINK Celebrates 10 Years in Australia and New Zealand

- *10 YEAR ANNIVERSARY IN AUSTRALIA AND NEW ZEALAND*
- *CHANNEL TO BENEFIT WITH \$100,000 PROMOTION*

Sydney and New Zealand, Aug 3 , 2004 — D-Link, a worldwide leader in design, development, and manufacturing of networking, broadband, wireless, and communications technologies, today announced that it is celebrating its 10th year in Australia and New Zealand by offering a \$100,000 promotion targeted at the Reseller Channel.

D-Link as a company began in 1986 from its roots in Taiwan. Now in 2004, with over 80 offices in all parts of the world, D-Link has grown to become a very dominant player in the networking market with leading edge technology such as wireless, broadband, and high speed switching.

In Australia, D-Link began in 1994 from a serviced office in Chatswood, selling product to its channel in both Australia and New Zealand. It now has close to 50 staff and an impressive infrastructure D-Link has offices in Sydney, Melbourne, Brisbane and Auckland. D-Link is the only networking company in Australia set up with a complete infrastructure comprising of sales, marketing, support, service and warehouse.

"Celebrating our 10 years is quite an achievement," said Maurice Famularo, Marketing Director D-Link Australia & New Zealand.

"We have grown 1000% from a revenue point of view over the 10 years and have yet again proved our commitment to both the Australian and NZ Channel with continually growing and improving our regional infrastructure based on the ever changing market. Testament to our success is our dominant market share in both wireless and broadband" said Famularo.

Why the promotion? "Simple we decided to provide both an incentive and also a reward to our channel," said Famularo.

The promotion commences on the 4th August and runs until the 31st October. It's a promotion whereby resellers need to register to be in the draw to win 10 x \$10,000 in cash. Resellers need to accumulate \$10,000 milestones to enable them to qualify for an entry into the draw. Prizes are drawn on the 22nd November 2004.

<more>

Press News Release
Immediate release

Further information on this promotion can be obtained by either calling D-Link or our Distributors.

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About D-Link

True Networking Pioneer and Hardware Manufacturer Since 1986

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: Bluechip, LAN 1, Pacific Datacom, Page Data, Synnex Australia, Tech Pacific Australia and BJE Enterprises.

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