



PRESS ANNOUNCEMENT

D-Link Expands Channel Commitment through Valued Partner Enhancements

New Channel Partner Program helps D-Link® resellers to deliver best of breed business solutions

Sydney, Australia – UNDER EMBARGO 13 February 2013 - D-Link, the end-to-end networking and surveillance solutions provider, has today announced a new Value in Partnership (VIP) Partner Program and D-Link Partner Portal aimed at helping their channel partners drive incremental revenue streams, increase profitability and build sustainable businesses selling D-Link solutions.

The new VIP Program and Partner Portal provide D-Link partners with a strong platform of exclusive tools, support and resources to drive on-going customer satisfaction and diversify their offering to ensure they always have the best solutions to meet their customers' changing needs.

Designed to improve and simplify partner relationships, the D-Link VIP Program also includes:

- Access to the new **D-Link Partner** Portal which provides partners with exclusive access to a host of tools and resources including exclusive promotions, rebates, training & certification and D-Links new rewards program
- A **VIP Gold Partner** status with unique rewards and incentives for current channel partners focused on key market verticals
- A **VIP Silver Partner** status with unique rewards and incentives for partners that work closely with D-Links core product and technologies
- A **VIP Registered Partner** status for partners of D-Link to access added value services and support

The D-Link VIP Partner Program will deliver four key pillars to channel partners – Educate, Empower, Collaborate, and Reward.

Maurice Famularo, Marketing Director Australia and New Zealand said, “The channel is the lifeblood of D-Link and we are committed to the success of our resellers. We are proud to announce enhancements that deliver a greater array of benefits than any other comparable program. We will provide our resellers with all the marketing resources they need to rapidly grow their businesses, from marketing support to lead generation and training, as they look to expand and diversify in a challenging economic environment.”

“The VIP Program recognises and reward companies that partner with us.”

For more information on the new VIP Partner Program and D-Link Partner Portal, please visit <http://vip.dlink.com.au/joinus/> or <http://vip.dlink.co.nz/joinus/>

About D-Link

D-Link is the global leader in connectivity for small, medium and large enterprise business networking. The company is an award-winning designer, developer and manufacturer of networking, broadband, digital electronics, voice, data and video 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 Building A, Level 3, 11 Talavera Road, North Ryde, NSW, 2113, Sydney Australia. Phone (02) 8899 1800; Fax (02) 8899 1868; Internet www.dlink.com.au; email marketing@dlink.com.au.

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