

D-Link Names Consumer Business Manager In Light Of Rapid Consumer Market Growth

Sydney, 13 December, 2005 – D-Link, the global leader in design, development and manufacturing of networking, broadband, wireless and communications technologies, today announced the appointment of Tony Hospes to the position of Consumer Business Manager. The newly created position is a reflection of the company's on-going commitment to enhancing its leadership position within the ANZ consumer space.

As Consumer Business Manager, Hospes will be charged with the task of developing consumer channel initiatives to maximise growth opportunities for D-Link product solutions, recruiting new resellers and executing advertising and promotional campaigns tailored to emerging consumer-market players. Hospes will join the established D-Link Australia and New Zealand Consumer Team and report to Marcus Amor, Consumer Division Manager.

"The local consumer market has experienced explosive growth within the wireless networking category over the previous two years, which can be directly attributed to the rapid deployment of broadband technology in Australia and New Zealand," said Domenic Torre, Managing Director, D-Link Australia and New Zealand. "We began investing time and resources into the consumer market many years ago and the addition of Tony, who sports both vendor and retail experience, is just the latest step in our growth plan for the division. I am confident he will provide immediate impact toward our goal of driving new business in this key channel segment," added Torre.

In commenting on his appointment, Hospes said: "D-Link has already positioned itself as the local networking leader for consumer resellers and I am thrilled to be joining such a successful team. I intend to use my retail experience and understanding of channel mechanics, consumer

and mass merchant resellers and their customers to build upon this success and I relish the opportunity."

Prior to joining D-Link, Hospes held sales manager positions with Swann Communications and Targus.

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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;

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