

## **D-Link Appoints Joan Kuhrmann as Marketing Communications Executive**

### **Experienced B2B Marketer to Help Drive Sales in Commercial and Consumer Markets**

**SYDNEY, Aust. – February 10, 2009** – D-Link Australia & New Zealand, the end-to-end networking solutions provider for business and consumers, today announced the appointment of Joan Kuhrmann as Marketing Communications Executive.

Kuhrmann is responsible for developing and managing the marketing communications plans for D-Link's commercial and consumer ranges of computer networking products.

"D-Link is currently growing its market share in the Small to Medium Business market, while at the same time continuing to build on its very strong presence in the consumer space," said Kuhrmann. "It is my goal to develop and implement marketing strategies and activities to help drive sales in selected SMB markets such as education, healthcare and transport & logistics."

Kuhrmann is based in the company's head office in North Ryde and reports to D-Link Marketing Director, Australia & New Zealand, Maurice Famularo.

"Joan Kuhrmann's previous experience in B2B marketing and communications including event management and e-marketing for IT products in the warehouse and logistics industry will be a valuable asset for D-Link," said Famularo. "Joan is ideally qualified to help D-Link develop the right marketing messages, campaigns and strategies for both our consumer and commercial products in selected vertical markets."

Prior to joining D-Link, Kuhrmann worked as Marketing Analyst for Dematic, one of the world's leading systems integrator of automated material handlings and logistics solutions. Previously, she worked for Siemens, Logistics & Assembly Systems and Siemens Automation & Drives, a world-leading electronics and electrical engineering company, in a marketing communications role based in Nuremberg, Germany.

Kuhrmann has an Honours Degree in Business Administration, majoring Marketing and International Economics, from the University of Applied Sciences in Nuremberg.

### **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 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](http://www.dlink.com.au); email [marketing@dlink.com.au](mailto:marketing@dlink.com.au).

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**For further information please contact:**

David Sanday  
Bowes Communications  
+61 (0) 2 9387 2333  
david.sanday@bowespr.com

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