



Media Release

D-Link New Zealand Announces Strategy to Become Leading Supplier of Networking Solutions to Small & Medium Sized Organisations

D-Link Announces 26% Revenue Growth, Celebrates Third Birthday of New Zealand Sales Office

Auckland, New Zealand, February 20, 2007 – D-Link, the end-to-end networking solutions provider for business and consumers, today celebrated its third birthday in New Zealand, announcing strong revenue growth through its resellers and distributors and unveiling its strategy to become the leading supplier of networking solutions to small & medium sized organisations.

D-Link New Zealand experienced 26% revenue growth through its reseller and distribution partners in 2006 across all the market sectors in which the company operates – corporate & government, small & medium organisations, consumer and telecommunications.

Carla Thornton, Corporate Business Manager for D-Link New Zealand, said the company expects to maintain its impressive growth rate throughout 2007, a figure which is well above average growth rates for the overall networking market.

Thornton was particularly pleased with the company's success supplying networking solutions to small & medium sized organisations and unveiled D-Link's strategy to become the leading supplier of networking solutions to this important sector.

"Small & medium sized organisations are the mainstay of the New Zealand economy but they have not always been well served by suppliers of networking solutions, which have traditionally focussed on either enterprise or consumer markets," said Thornton.

"D-Link bridges the gap between enterprise and consumers, offering business class networking functionality and security with ease-of-use and pricing to suit organisations of all sizes, backed up by strong service and support through our resellers and distributors," she said.

D-Link's integrated networking and security solutions simplify the task of building and maintaining business class networks, lowering their cost of ownership. The company's ZoneDefence security technology, for example, works across D-Link's business class switches and UTM firewall solutions to defend against both external and internal security threats.

"Small and medium organisations are subject to the same security threats as large organisations, and their networks are just as critical to operations," said Maurice Famularo, Marketing Director for D-Link Australia & New Zealand. "That's why D-Link continues to release affordable integrated security features traditionally only available in enterprise-class products."

Unified management of both wired and wireless networking infrastructures was another example, said Famularo. "Small & medium organisations want to be able to add and manage users and devices on their networks the same way, regardless of whether the connection is wired or wireless."

The breadth of D-Link's networking solutions range, spanning consumer to business and enterprise, simplifies the task of building and maintaining networks. This is as true for the company's reseller and distribution partners as for end-user organisations.

"Our distinct advantage is our depth and breadth of range, so whether resellers are designing a solution for a network of 10 users or 200, D-Link can provide the right solution first time, ensuring a good return on investment and increased performance and productivity," said Thornton.

D-Link will continue to make it easier for its partners to build their businesses around D-Link solutions throughout 2007. Thornton said D-Link New Zealand would shortly be hiring additional staff, further increasing the company's ability to support its dealers and distributors in New Zealand.

D-Link New Zealand will be holding workshops around the country in 2007 for resellers and end-users on networking solutions for small & medium sized organisations. D-Link will also be working with its resellers and distributors to further increase training levels in 2007 and will initiate a number of joint marketing campaigns with its partners, complementing a broad range of end-user demand generation activities.

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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 New Zealand is located at Level 3, 60 Cook Street, Auckland. Phone (09) 356 2158; FAX (09) 358 9075; Internet www.dlink.co.nz; email sales@dlink.co.nz.

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