



**PRESS ANNOUNCEMENT
For Immediate Release**

**D-LINK APPOINTS WHITEGOLD SOLUTIONS AS VALUE
ADDED PARTNER SERVICING RESELLERS**

Partnership with WhiteGold Solutions Extends D-Link's Footprint to Service Growing Channel Sales Opportunities in the SMB and SME Markets

SYDNEY, Aust. – January 31, 2011 – D-Link Australia & New Zealand, the end-to-end networking solutions provider for business and consumers, today announced that it has appointed WhiteGold Solutions as a Value Added Partner for Australia.

WhiteGold Solutions provides pre- and post-sales technical support, training and professional services to resellers. D-Link's appointment of WhiteGold Solutions extends the company's footprint to service a growing number of channel sales opportunities in the Small to Medium Business (SMB) and Small and Medium Enterprise (SME) markets in Australia.

"D-Link has built a very good reputation for the service we provide value-added resellers and systems integrators, a key factor contributing to our growing success in the SMB and SME markets," said Domenic Torre, Managing Director, D-Link Australia & New Zealand. "We are very high touch and we need a high touch partner to extend our business model. WhiteGold Solutions' skills are a perfect fit with our model and create a huge extension to our footprint to further grow our business."

The partnership between D-Link and WhiteGold Solutions also creates new business opportunities for resellers. WhiteGold Solutions' existing resellers can now access D-Link's extensive range of business networking solutions, encompassing wireless, switching, security, storage and surveillance. D-Link and WhiteGold Solutions will also work together to recruit and train new resellers to take advantage of new business opportunities, particularly in the education, government and corporate markets.

"The breadth of D-Link's solutions will benefit our resellers and strengthens our position in the networking space," said Dominic Whitehand, Managing Director for WhiteGold Solutions. "We also add distinct value in terms of pre- and post-sales support and service. D-Link is winning new project business where pre-sales service is required, such as a wireless site survey. We can help cater for the growing demand for those services and work with D-Link to recruit and educate new partners."

END OF ANNOUNCEMENT

About WhiteGold Solutions

WhiteGold Solutions is Australia's first Unified Value Distributor (UVD) in the Australian IT channel. The ANZ region has been crying out for a hybrid model somewhere between Broad-based and Niche distribution – to facilitate a wider set of technologies through one distribution vehicle rather than many, whilst at the same time providing all the value-add of experienced-based pre-and-post-sales and technical support, training and professional services – normally only offered through Niche distributors. The term Unified Value Distribution encompasses just such a model – and it works. This strategy gives resellers better margins, services, support and (ultimately) better value in all solutions involving the WhiteGold Product Portfolio. WhiteGold was incorporated in Australia in 2002 by seasoned IT security identities with experience across sales and marketing, technical capabilities and channel knowledge in this space. The company provides products to resellers encompassing the SME, Education, Government, Corporate and Enterprise sectors – with key niche verticals within each. Key Vendors represented are Allied Telesis, Array Networks, Astaro, Barracuda Networks, BlueCat Networks, Ctera Networks, Exinda, FireEye, Fortinet, Gemalto, Isilon Systems, Kaspersky Lab, M86 Security, nCircle, RackMount IT, Swivel Secure, VASCO, WatchGuard and more. For further information, please visit: www.whitegold.com.au.

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..

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