

D-Link Appoints Ian Hogben as WA-based Commercial Business Manager

Establishes Presence in Western Australia to Build and Develop Commercial Business

SYDNEY, Aust. – January 27, 2009 – D-Link, the end-to-end networking solutions provider for business and consumers, today announced the appointment of Ian Hogben as Commercial Business Manager, based in Perth, establishing the company's presence in Western Australia for the first time.

Hogben joins D-Link's Business Solutions Group which focusses on the Commercial, Government, Education and small to medium enterprise (SME) markets. In this newly created role, he is responsible for the building and development of D-Link's commercial business in Western Australia. A key part of Hogben's role will be to build close relationships with distributors and systems integrators.

"D-Link's extensive range of consumer networking products is already well known in Western Australia," said Hogben. "However, D-Link's range of business networking products is also very strong, with solutions for enterprise-level switching, security, wireless and storage.

"My key goal is to raise awareness of the strength of D-Link's commercial solutions and to build the company's market presence in Perth," said Hogben. "By building awareness of D-Link's business solutions I aim to emulate the success of D-Link's consumer products and the success D-Link has had in other regions around the world with its enterprise-level solutions.

"As part of this market building process I will be helping system integrators communicate the value of D-Link's business solutions to their customers," added Hogben. "Enterprise customers expect a return on the investment that have made in networking infrastructure. I want D-Link to provide that return by helping people make more informed decisions about value and performance."

Hogben reports to Michael Bailey, D-Link's National Corporate Sales Manager, who is based in D-Link's Sydney headquarters.

"We have been planning a direct presence in Western Australia for some for some time," said Bailey. "In Ian Hogben, we have found a high calibre individual with the right background to execute our corporate strategy. His broad experience in business development and sales, combined with his strong technical competence, makes him ideally qualified to represent the business networking solutions that D-Link provides."

Prior to joining D-Link Hogben worked for national IT services company, Ajilon as Lead Consultant focussing on infrastructure and project management consulting in the insurance, utilities and government sectors. Previously, he held the position of Manager, Information Management for the WA Department of Sport and Recreation.

Hogben has a Bachelor of Computer Science from the University of Western Australia.

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; email 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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