



Media Release

D-Link Appoints Mike Sadler as Commercial Manager for Australia and New Zealand

**New Role Will Provide National Focal Point for Large Business Partners
and Commercial, Government and Education customers**

SYDNEY, Aust. – January 16, 2008 – D-Link Australia & New Zealand, the end-to-end networking solutions provider for business and consumers, today announced the appointment of Mike Sadler as Commercial Manager for Australia and New Zealand.

Sadler joins D-Link's recently formed Business Solutions Group, focussing on the Commercial, Government, Education and small to medium enterprise (SME) markets. He is responsible for winning major new national accounts through engagement with D-Link's systems integrator, telecommunications provider and value-added reseller partners.

"My goal is to provide a national focus and coordination point for D-Link and its major business partners to go out and win large national contracts in the Commercial, Government and Education markets," said Sadler.

With a background in radio and communications, Sadler has a deep knowledge of high capacity, highly available networks and applications, especially in large scale managed services environments.

"With the help of the channel, it will be my role to coordinate and help deliver the solutions that larger organisations are looking for to add new capabilities and extra capacity to their network infrastructures, while ensuring they remain manageable."

Sadler reports to Michael Bailey, D-Link's National Corporate Sales Manager.

"Mike's blend of technical and business expertise will assist our partners and their end-user customers to fully realise and leverage their investments in both IT generally and D-Link's comprehensive range of corporate networking solutions," said Bailey.

"This role is about forging strong relationships to drive tangible business outcomes and further value from the customer's IT investment and also demonstrating to the broader market just what can be achieved very reliably at quite reasonable cost with D-Link's networking solutions."

Prior to joining D-Link, Sadler worked for Verizon, a leading global supplier of broadband, wireless and wired telecommunications solutions, as Product Manager, Asia Pacific. Previously, Mike spent eleven years with leading Australian Internet service provider, OzEmail, where his last position was Director, Product Management and Research.

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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 +61(0)2 8899 1800; FAX +61(0)2 8899 1868; Internet www.dlink.com.au; email marketing@dlink.com.au.

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