



Media Release

D-Link Appoints Ilya Karachevtsev as Commercial Product Manager for Australia and New Zealand

Newly created position to drive customer awareness of D-Link's complete range of SMB/Enterprise products and solutions

SYDNEY, Aust. – January 22, 2008 – D-Link Australia & New Zealand, the end-to-end networking solutions provider for business and consumers, today announced the appointment of Ilya Karachevtsev as Commercial Product Manager for Australia and New Zealand.

In this newly created role, Karachevtsev reports to D-Link Managing Director, Domenic Torre and is responsible for expanding D-Link's share of the SMB/Enterprise computer networking market by increasing awareness among D-Link customers of the company's extensive range of SMB/Enterprise networking solutions.

"Whenever a new corporate grade product is developed by headquarters, it is my role to evaluate that product for release and sale in Australia, including recommending any additional features we need for the local market," said Karachevtsev. "Having defined the local solution, I will then work with marketing to promote it."

As well as the evaluation and introduction of new products into the Australian and New Zealand markets, one of Karachevtsev's key responsibilities will be training resellers and distributors to sell and support new SMB/Enterprise solutions.

"This is a new and important role within D-Link as we continue to ramp up and increase our sales focus and efforts in the SME and targeted vertical markets," said Domenic Torre, D-Link Managing Director. "It will be Ilya's role to evaluate, in conjunction with head office, which solutions we release in the Australian and New Zealand markets."

Karachevtsev joined D-Link in 1999 after emigrating from Russia where he worked with a local networking company. Before moving into his new role, Karachevtsev -- who holds a Masters Degree in Chemical Engineering -- held the positions of Senior Technical Engineer and Technical Services Manager at D-Link.

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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 Building A, Level 3, 11 Talavera Road , 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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