



Media Release

D-Link Announces New Global Partner Program

D-Link Channel Partner Program to Replace Empower Partner Program from July 1

Sydney, Australia – July 1, 2009 – D-Link, the end-to-end networking solutions provider for business and consumers, today announced that it has announced a new global partner program as part of a global standardisation of D-Link's brand and service offerings.

The new D-Link Channel Partner Program has already attracted over 500 Australian and New Zealand partner registrations in the first two weeks since registrations opened on June 1, 2009.

"The D-Link Channel Partner Program provides the channel with the right tools and value added incentives to work with D-Link," said Maurice Famularo, Marketing Director for D-Link Australia and New Zealand. "From a global perspective, we are taking D-Link to the next level by providing a consistent branding message and services/benefits offerings to partners."

D-Link's Channel Partner Program provides partners with a range of benefits through normal distribution sources. The program comprises four levels: Business Partners, Elite Partners, Silver Partners and Gold Partners. Successfully registered partners gain access to financial rebates, support and access to the secure D-Link Channel Partner Portal containing various tools and information.

For more information or to register online, see D-Link's websites at <http://partners.dlink.com.au> or <http://partners.dlink.co.nz>.

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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