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## **Press News Release**

*Immediate release*

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### **D-Link Celebrates 20 Years Of Building Networks For People**

*Anniversary Marked by Worldwide*

*Leadership Position in Digital Home and SMB Networking*

**Sydney, 21st June, 2006** — Today D-Link is celebrating its 20th anniversary since its founding in June of 1986. D-Link has grown up from a simple beginning with just four employees lead by founder, Chairman and CEO, Ken Kao to more than a billion dollars in annual revenue with 1,800 employees in more than 90 offices serving more than 100 countries and across five continents.

D-Link's core mission of "Building Networks for People" is at the heart of the drive to provide high-performance, standard-based technology that delivers advanced features with affordable pricing. D-Link's success has helped fuel the growth of the personal computer networking industry and the Internet from its emergence as a cottage industry to the mainstream high-performance seamless multi-protocol communications network that connects businesses and home users today.

D-Link has hit the mark by widening the market to include small- to medium-sized businesses (SMB) and home consumers who were originally priced out of the market and now can enjoy connectivity and Internet access. By deploying aggressive pricing and advanced network technology for a range of market segments, the company has been able to generate high volume product shipments that forced the market and competition to drive prices down to affordable levels for the largest group of users.

An extensive worldwide business unit network has enabled D-Link to drive sales revenues evenly from the major three markets of the world through our North America Regional Business Unit with 33%, EMEA (Europe Middle East and Africa) Regional Business Unit with 33% and APAC (Asia Pacific and Others) Regional Business Unit with 33%.

In 2005, D-Link achieved the one billion dollar mark in annual revenue, also marked by 20 consecutive years of profitable growth, demonstrating global market acceptance for its advanced networking technology solutions. Industry experts and independent research firms rank D-Link the number one networking brand in Asia-Pacific region and in the top three worldwide. It also achieved number one global market share ranking for networking and connectivity units in digital home and small-to medium-sized business connectivity in both shipping and installed base categories.

“We have achieved many milestones over the last 20 years, while maintaining our strong core competency in design, development, manufacturing and distribution of finished goods that strictly adhere to standard-based technology. D-Link builds networking for people with a real value proposition for our customers,” said Ken Kao, D-Link global chairman and CEO. “The D-Link brand, commitment to excellence and quality are stronger than ever, giving us an ideal position for the next phase of our company’s profitable growth. We will continue to move forward by introducing more affordable, standard-based products based on quality and technological innovation.”

“Now more than ever, the world has become a single global marketplace with different regions being served locally while embracing many of the same worldwide standards. Building Networks for People” is D-Link’s core mission, designed to provide affordable solutions within standard-based technology to give users the ability to access the Internet, share local and Broadband access for voice, video, data and more importantly, ideas – whether they’re around the world or in the next room” said Kao.

“We continue to seek new ways to align advanced technology with quality products that help consumers, businesses and enterprises become more productive and efficient in an environment where information sharing is critical,” Kao added.

D-Link sells a wide range of quality, yet affordable networking and communications products stratified by features from digital home products to business systems and solutions including standard-based wireline and wireless networking products, media platforms and devices with its adapters, print servers, routers, bridges, hubs, switches; cable and DSL modems, digital cameras, video conference phones and

systems, IP telephony phones and systems, media players, security solutions, management solutions and IP storage products.

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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 (02) 8899 1800 FAX (02) 8899 1868; Internet [www.dlink.com.au](http://www.dlink.com.au); email [marketing@dlink.com.au](mailto:marketing@dlink.com.au).

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