

D-Link Wins Optus ADSL Deal

Sydney, March 04, 2004 - D-Link, a global leader in the design, development, and manufacturing of networking, broadband, wireless, and communications technologies for the SOHO, SMB and enterprise markets, today announced that it has signed a contract with Optus to supply ADSL modems as part of Optus' DSL rollout which has just begun.

D-Link had been chosen following rigorous testing and joint development to ensure that D-Link's products met with Optus' strict specifications.

"This is yet another significant win for D-Link", says Graeme Reardon, D-Link's National Sales Manager Australia & New Zealand.

"We have worked hard together with Optus to create a customised, seamless user interface incorporating a self-install process so that customers can enjoy an easy-to-use, trouble free installation experience", Mr Reardon said.

D-Link's goal in the ADSL market is to continue working with our partners, in order to provide innovative and cost effective solutions, which meet mass market requirements.

D-Link's commitment to the local Australian and New Zealand markets has been proven by our ability to invest substantial capital into local R&D, support and infrastructure, which allows us to remain the clear market leader and to continue to grow to the point where D-Link are now shipping in excess of 20,000 ADSL modems per month.

About D-Link

True Networking Pioneer and Hardware Manufacturer Since 1986.

D-Link is a worldwide leader and award-winning designer, developer, and true manufacturer of networking, broadband, digital electronics, and 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 global manufacturing International Standards Organization ISO 9001, 9002, ISO 14001 Certifications and numerous National Technical Excellence awards earned for R&D and manufacturing, D-Link delivers product excellence, quality, reliability, compatibility, high-performance within standards, and easy installation software, educational materials, and manuals.

The company has increased its world-class production capacity to more than a million square feet of manufacturing facilities in six state-of-the-art factories in four countries -- Taiwan, China, India, and the United States. With millions of Ethernet adapters and millions of hub and switch ports manufactured and shipped, D-Link is a dominant market participant and price/performance leader in the network and communications market. D-Link has been profitable every year since its inception in 1986, and continues to grow at a rate that will allow the Company to experience continued prosperity, D-Link sets the standards for market affordability, while focusing on "Building Networks for People."

D-Link Australia, headquarters is located at 1 Giffnock Avenue, North Ryde, NSW 2113; (ph) +61 2 8899 1800, (fax) +61 2 8899 1868; Members of the media can contact Maurice Famularo, Marketing Manager Australia & New Zealand by phone at +61 2 8899 1861 (direct line) or e-mail at maurice@dlink.com.au

D-Link products are distributed in Australia by: Bluechip IT, LAN 1, Pacific Datacom, Page Data, Synnex Australia, Tech Pacific Australia.

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