

## ***D-Link Unveils the Global Alliance Program (GAP)***

**Sydney, Aust. - March 3, 2009** - D-Link, the end-to-end networking solutions provider for business and consumers, today announced the expansion of its partnership activities with the creation of the D-Link Global Alliance Program (GAP) to complement and extend the unique value proposition of D-Link's product service offerings for large customers and resellers. The program is divided into three tiers: strategic, solution, and technology, and aims to assist D-Link's vendors better address their time-to-market and technology advancement needs.

The GAP is designed to create effective partnerships with innovative and industry-leading companies to co-develop solutions and services that meet varying customer requirements and help manage their business. Furthermore, the program creates unique opportunities for alliance members to expand their market reach by developing solutions or services that enhance D-Link's existing solutions for both customers and channels. The three-tiered program extends a variety of benefits to chosen partners, including early access to enhanced products, joint marketing, partner branding, solution testing and interoperability, training, technical support and sales tools.

"The Global Alliance Program is a win-win strategy for both D-Link and its alliance partners," said Domenic Torre, Managing Director, D-Link Australia & New Zealand. "This program is a formalised framework for both D-Link and its partners to share the strengths and enhance each other's offerings. The program serves to improve company solutions and services, while providing partners with D-Link's global presence to expand new markets. Through this alliance, we aim to provide joint success and growth for our company and partners for progressive development, which ultimately maximises value for our customers."

The GAP provides members with a wealth of resources and support programs that facilitate the development and interoperability of their products and solutions. D-Link's GAP classifies members into three different levels (Strategic, Solution, and Technology Partners), depending on the extent of need for collaboration and interoperability with D-Link's solutions. The program furthers D-Link's unique approach and vision for open, interoperable solutions, best-of-breed innovation to provide customers with differentiated solutions to help manage their businesses.

Some of the key benefits of becoming GAP members include:

- Global marketing, business development and technical support that can assist members in finding new business opportunities, differentiating their solutions or services, and offering greater value to customers;
- State of the art labs to conduct comprehensive product testing that provide members with D-Link validation of product interoperability;
- Company and solution directory listing on the new D-Link Alliance website, complete with valid and comprehensive information about members' solutions;

- Greater visibility into D-Link's product strategy through various events and information-sharing activities where members can collaborate with D-Link product teams.

D-Link Global Alliance Program membership is open to any company. Organisations interested in joining the D-Link GAP can learn more about the program or apply for a membership at <http://alliance.dlink-intl.com> or email to [alliance@dlink.com.sg](mailto:alliance@dlink.com.sg).

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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 (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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