

D-Link Revenue Results "Right On-Track"

With a Bright and Positive Future

Sydney, March 3, 2003 - D-Link, a worldwide leader in design, development, and manufacturing of networking, broadband, wireless, and communications technologies, today announced their end of year 2002 results and predicts a "Right on-track" result for 2003.

D-Link Australia and New Zealand's results for 2002 have resulted in a better than expected growth.

Driven by a strong acceptance and branding for Wireless and Broadband technologies, D-Link has significantly grown their sales in all its major distribution channels including Carrier/ISP's, Retail, and Education.

Growth in 2002 compared to 2001 has increased by over 50%. This growth is attributed to 3 main areas of product technology; Switching, Wireless and Broadband. These areas have each contributed to a continual shift in D-Link's product evolution strategy over the last 2 years. The results speak for themselves as our market share continues to play a dominant role in both Australia and New Zealand. Wireless representing a 49.7% market share in Australia as reported by Frost & Sullivan, and Broadband estimated at around 80% market share for CPE. D-Link's market push in these 2 areas alone has paid off with significant increase in sales. The switch market has also shown a positive growth over the last 12 months.

"D-Link has always been either "right on-track" or exceeded our targets", said Kevin Wen, Managing Director, D-Link Australia & New Zealand. "Spite of what's happening around the globe, the market always tries to make excuses for poor performance by blaming uncontrollable circumstances. The fact of the matter is we need to have a positive attitude and approach to sales and marketing and look for opportunities. We need to be positive and not to be fooled by circumstantial excuses which are generated by the market, if things are really that bad we should be seeing a catastrophic flood of chapter 11's resembling the bubonic plague".

The outlook for 2003 is an 80% growth from 2002. We have seen this growth manifest in January and Feb thus far with sales already up over 115% from same time last year.

Compared to our competitors, our success has also been attributed to our localized commitment to the channel with localized logistics including warehousing, support, service and sales and marketing.

To continue to bolster our strong presence in both Australia and New Zealand we have already planned a new range of Wireless, Enterprise switches/routers and enterprise services, all of which are planned for release in the next 3 months.

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."

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

D-Link products are distributed in New Zealand by: Dove Electronics NZ, LAN 1 Distribution NZ, and Tech Pacific NZ.

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