

D-LINK Commitment to New Zealand

Opens up New Branch Office - Auckland

Sydney & Auckland Mar 17 , 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 after many months of speculation, has officially opened our new office in New Zealand.

In a step to make a commitment to the New Zealand market, Juliana Moss “The Mystery Woman” has been appointed and is now looking after New Zealand as Business Development Manager.

D-Link has been selling its complete range of networking products into the New Zealand market for many years via a strict authorised distribution channel consisting of Dove Electronics, LAN 1 and Tech Pacific.

“This is a great opportunity for us to better understand and work together with our New Zealand distributors and resellers to further benefit the local market”, says Domenic Torre, D-Link’s General Manager Australia & New Zealand.

“It has been a challenge for us in running New Zealand out of Australia. We now have the building blocks in place to increase our focus and to work the channel and market”, continued Torre.

“Appointing Juliana to look after New Zealand is just the start”.

Juliana will be responsible for all business activities throughout New Zealand. She is now based in Auckland and reports to D-Link Australia based in Sydney.

As part of the official opening, D-Link held a kick-off meeting for the channel in Feb which was attended by over 120 resellers and distributors.

Our New Zealand office is located at:

D-Link New Zealand
60 Cook Street
Auckland, New Zealand
Phone: 09 356 2158 and Fax: 09 358 9075

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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, Wireless, 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 Director 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: BBF Computers and Peripherals, LAN 1, Pacific Datacom, Page Data, Synnex Australia, Tech Pacific Australia and BJE Enterprises.

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

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