



Media Release

D-Link New Zealand Appoints Staff to Support Growth in 2008

Additional Resources to Support Growing Demand in Both SMB and Consumer Markets

Auckland, New Zealand – March 5, 2008 – D-Link Australia & New Zealand, the end-to-end networking solutions provider for business and consumers, today announced three new appointments to its New Zealand business as part of the company's response to high levels of growth in both its small & medium business (SMB) and consumer markets.

The expansion in staff numbers also sees an expanded role for Carla Thornton, previously Corporate Business Manager for D-Link New Zealand. Thornton will assume new country management responsibilities – with the new title of NZ Commercial Business Manager – and continue her focus within the corporate market assisting SMB resellers with D-Link corporate solutions.

All three new staff appointments report to Thornton. Andy Hill has joined D-Link as New Zealand Technology Manager, Bruce Ly has come on board as In-Store Representative and Karyn Fisher takes up the position of Consumer and SMB Business Manager.

"Both Andy Hill and Bruce Ly are taking up new created positions within D-Link New Zealand which underscores the success D-Link is experiencing at the moment," said Carla Thornton, NZ Commercial Business Manager. "These appointments provide us with the resources to build on our focus in the SMB market while continuing D-Link's dominance in the consumer retail market."

Andy Hill Appointed Technology Manager

In the new created role of New Zealand Technology Manager, Andy Hill is responsible for assisting resellers, system integrators and clients design and develop "best fit" networking solutions based on D-Link's extensive product range. His primary focus is on the commercial range of products including security, business wireless and managed switching, as well as D-Link's recently announced high-end data storage products.

"Although D-Link has traditionally been recognised primarily for its consumer and SOHO products, we also have an extensive range of enterprise solutions that suit the SMB market in New Zealand," said Hill. "My main focus will be to educate, train and support resellers and integrators who are looking to add a credible value brand to their SMB solution offerings."

"Andy Hill combines hands-on practical experience with a strong understanding of management and strategic disciplines," said Thornton. His industry experience spans over 20 years and has been focused on networking, voice & convergence and security solutions, both in consultative and technical roles.

Hill joins D-Link from Corporate Express IT Solutions where he was Technical Services Manager.

Bruce Ly Appointed In-Store Representative

In the new role of In-Store Representative, Bruce Ly is responsible for maintaining and growing D-Link's presence in the consumer market. He will ensure good working relationships with D-Link's current consumer resellers, while building new relationships with other potential partners.

His primary focus is to ensure D-Link's mass merchant partners are kept up to date with new consumer products. The role involves Ly visiting all major New Zealand stores on a regular basis to provide training, support and assistance with new technologies.

"D-Link already has a very strong presence in the consumer market space," said Ly. "It will be my goal to grow that existing market presence by targeting key resellers to provide ongoing training, support and other tools to help them sell D-Link products."

"With over five years IT industry experience, Bruce Ly has gained valuable hands-on knowledge in hardware and software troubleshooting and configuring consumer networking products which is an asset in this new role," said Thornton.

Prior to joining D-Link, Bruce worked for Renaissance Limited in a sales role for nearly four years. Previously he worked at leading major retailer Harvey Norman.

Karyn Fisher Appointed Consumer and SMB Business Manager

In the role of Consumer and SMB Business Manager, Karyn Fisher is responsible for maintaining existing business relationships and developing new business opportunities for D-Link in both the consumer and SMB markets. This will involve close liaison with the head offices of mass merchant suppliers and providing support to the reseller channel within the SMB sector.

"My key goal will be to increase D-Link's market share in the SMB sector, while maintaining our strong position in the consumer market for which we are more traditionally known," said Fisher.

"Karyn Fisher brings a wealth of experience from the consumer market to this new position," said Thornton. "Combined with her past experience within the SMB channel, she will be a huge asset to our team."

Prior to joining D-Link, Fisher worked for Tech Pacific (Ingram Micro) for five years in the role of Account Manager. Previously she held the position of National Account Manager at communications networking vendor Belkin.

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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 New Zealand is located at Level 3, 60 Cook Street, Auckland. Phone (09) 356 2158; FAX (09) 358 9075; Internet www.dlink.co.nz; email sales@dlink.co.nz.

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