



Media Release

Now Playing: It's D-Link TV

D-Link Launches Edutainment Video Portal on the Web; Segments to Highlight Product Overviews, Digital Home and Business Solutions

SYDNEY, Aust., March 14, 2007 – D-Link, the end-to-end networking solutions provider for consumers and business, today announced the premiere of D-LinkTV, a knowledge-based Internet video portal designed to better educate and entertain consumers, business customers and resellers on advancements in networking and connectivity solutions.

D-LinkTV, accessible from the company homepage www.dlink.com.au and dlink.co.nz, will air with streaming video segments covering company products and their uses in the digital home, small-to-medium business (SMB) and the enterprise.

New content will be added regularly and expanded to include a range of networking topics and product solutions. The streaming video segments run from three to 10 minutes long.

"Video streaming has become a mainstay on the Internet and we've recognised that it provides an ideal vehicle to communicate with our customers and resellers," said Maurice Famularo, Marketing Director, D-Link Australia & New Zealand. "D-LinkTV is designed to give users a fresh perspective on our products and the latest advancements in networking, storage, VoIP and other technologies that benefit users in the digital home as well as business customers."

D-LinkTV segments are categorised into four subjects: Home and Home Office, Business Solutions, Reseller and Partner Solutions and Other/Miscellaneous. The Reseller and Partner Solutions section has been initially tailored for the USA only – localised content for both Australia and New Zealand will be added in the coming months.

The Home and Home Office category includes segments of interest to consumers, such as home networking, moving media throughout the home, printer sharing, Internet cameras, Internet security and gaming.

Business segments include switching, storage, Voice-Over-Internet Protocol (VoIP), Wi-Fi phones and other solutions. Other segments include news and product round-ups.

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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 1 Giffnock Avenue, North Ryde, NSW, 2113, Sydney Australia. Phone (02) 8899 1800; FAX (02) 8899 1868; Internet www.dlink.com.au; email marketing@dlink.com.au.

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