

D-Link ANZ Launches New Premium Partner Program Targeting Value-Added Business Resellers and Systems Integrators

D-Link Recruiting Premium Partners With Benefits Tailored To Each

SYDNEY, Aust., May 4, 2007 – D-Link Australia & New Zealand, the end-to-end networking solutions provider for business and consumers, today announced that it is recruiting value added business resellers and systems integrators to a new Premium Partner Program who are focused on targeting small and medium sized organisations.

Benefits under the Premium Partner Program will be tailored to the needs of individual partners. Only a select number of systems integrators and value-added business resellers are expected to be recruited over the next 18 months, said Maurice Famularo, Marketing Director, D-Link Australia & New Zealand.

The program was developed in Australia, in consultation with a specialist channel consulting company, specifically for the Australian and New Zealand market. “This is truly a partner program whereby the SI and D-Link customise the outcomes,” said Famularo.

Some of the benefits to all Premium Partners include access to D-Link business development managers and resources to assist with bids, tenders and business development in the networking market for small to medium sized organisations with around 50-250 employees.

Qualifying systems integrators and value-added resellers will be expected to derive a significant proportion of their revenues from computer networking. The Premium Partner Program will focus on assisting partners market, design, build and implement network solutions using D-Link@Work Business Solutions products. The D-Link@Work products comprise the xStack Switch, AirPremier Wireless and NetDefend Network Security product lines.

“The whole Premium Partner Program is about focus,” said Famularo. “We will be committing substantial resources to all Premium Partners and so we are looking for partners who have a focus on networking and scope to grow the networking part of their businesses. This is not a membership program disguised as a partner program boasting thousands of members – we will only be working with a select number of systems integrators and VARs.”

Famularo said D-Link’s goal was to become the leading supplier of networking solutions to small and medium sized organisations in Australia and New Zealand.

“Small & medium sized organisations are the mainstay of the economy but they have not always been well served by suppliers of networking solutions, which have traditionally focussed on either enterprise or consumer markets,” said Famularo. “D-Link bridges the gap between enterprise and consumers, offering business class networking functionality and security with ease-of-use and pricing to suit organisations of all sizes, backed up by strong service and support.”

D-Link's new Premium Partner Program complements its existing Empower Program, which gives a broad range of resellers and independent retailers access to D-Link product with a wide range of benefits.

While benefits will be tailored to individual Premium Partner's needs, according to an agreed business plan, all Premium Partners will benefit from a range of new initiatives, including access to:

- Premier Partner Branding & Marketing Support – D-Link will provide Premier Partner logo kits, links to the D-Link web site where partners can profile their business, MDF for sales generation activities, sales leads and a range of other resources to increase business activity;
- Dedicated Account Management – D-Link's Business Development Managers are goaled around Premium Partners meeting their agreed D-Link business plan, not just revenue targets;
- Specialist Solutions Architects – D-Link Solutions Architects will help Premium Partners design the best network solution for customers, regardless of what their current infrastructure might be;
- NFR or Demo Equipment – Premier Partners will have access to specially priced in house or NFR product as well as assistance with putting together customer Proof of Concept trials;
- Discounts and Rebates – D-Link will provide a range of additional partner financial incentives if the business plan is achieved;
- Technical and Sales Training – D-Link provides a range of training resources and programs to improve the technical and business skills of Premium Partners' sales and technical staff.

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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 +61(0)2 8899 1800; FAX +61(0)2 8899 1868; Internet www.dlink.com.au; email marketing@dlink.com.au.

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