



Press News Release

Immediate release

D-Link ADSL Modems – One Million and Still Counting

Sydney, Australia, November 23, 2005 — D-Link Australia and New Zealand has today announced the sale of the company's one millionth ADSL modem, a major milestone in light of rapid ADSL deployment in Australia and New Zealand.

In commenting on the continued successes being enjoyed by D-Link throughout Australia and New Zealand, Domenic Torre, D-Link ANZ Managing Director, said: "We have constantly maintained an emphasis on investing heavily in local R&D, technical support and infrastructure. The result of this is that the local markets have recognised D-Link as being the most reliable name in the ADSL modem CPE area

According to Torre, one of the recognised driving factors behind the growth of ADSL in Australia is the competitive prices being made available for the service. ADSL has become a cost effective solution for both home and business.

Over the past 5 years D-Link have partnered with major ISP's and telecommunications companies in both Australia and New Zealand to deliver cost effective and customised ADSL CPE equipment enabling such organisations to roll out and support their users.

Looking ahead, Torre added that D-Link will continue working with our partners to achieve the company's goal of providing innovative and cost effective solutions, which meet mass market needs. This includes the future proofing of the new ADSL2/2+ standards

D-Link's commitment to the local Australian and New Zealand markets has been proven by the company's ability to invest locally, allowing them to remain the clear market leader and grow to the point where the millionth D-Link ADSL modem has now been sold.

According to the ACCC report Snapshot of Broadband Deployment as at 30 June 2005, the take-up of ADSL services is now approximately 1,579,500.

For further information or review units please contact:

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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;

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