



Media Release

D-LINK OFFERS LIMITED LIFETIME WARRANTY FOR BUSINESS SOLUTION PRODUCTS

AFFIRMS CONTINUOUS COMMITMENT TO PROVIDING QUALITY PRODUCTS AND SOLUTIONS

Sydney, Australia – October 6, 2009 – D-Link, the end-to-end computer networking solutions provider for consumers and businesses, today announced that its business solution product lines, which offer one of the industry's most comprehensive products portfolio, will now come with Limited Lifetime Warranty (LLW) to give customers greater confidence and assurance of quality products purchased.

Beginning October 1, 2009, D-Link business solution products purchased via D-Link authorized resellers and distributors will be covered by this LLW for as long as the product is owned by the original customer, or up to a five year period after the product's discontinuance, whichever occurs first. This new warranty will apply across D-Link's business solution products, which include unmanaged, smart and managed switches, business wireless, and firewall security appliances.

"Warranty, product support and product quality have always been areas of concern for many businesses," said Maurice Famularo, Marketing Director for D-Link Australia and New Zealand "With this limited lifetime warranty, we hope to provide our customers the ability to plan with confidence their network development roadmap for the future."

Besides providing assurance of support, the LLW also means the assurance of quality. Quality is an area D-Link has constantly focused on in ensuring the efficiency of D-Link's value chain. When it comes to providing quality, D-Link abides by a set of rules, and it is not limited to just product quality, but also service quality, documentation quality, process quality, sales force quality, marketing quality, communication quality, and more.

In addition to providing LLW, D-Link also offers business users Advanced Warranty Replacement on all business solution products. To be eligible for Advanced Warranty Replacement, business users will need to register their products with D-Link. "The reason for registration is so that D-Link can maintain the correct resources to maintain quality customer service in the field", said Famularo.

Benefits of registering include 24 hour cross shipment anywhere in the metropolitan area and best effort in regional areas. D-Link's focus on providing quality of service is paramount to ensure business customers, when technical problems exist, experience minimum downtime. Currently Advanced Warranty Replacement is only available in Australia.

With this new LLW specially designed for its business solution products, D-Link is affirming its commitment towards providing quality products and after sales support to build and increase customers' confidence towards D-Link's products and solutions.

About D-Link

D-Link is the global leader in connectivity for small, medium, large enterprise businesses and consumers. 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 Building A, Level 3, 11 Talavera Road, 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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