

## D-LINKTV STRENGTHENS LINE-UP IN SECOND SEASON

*Popular D-Link Edutainment Video Portal Now Offers Enhanced Programming to Help Customers Get the Most from Their Home Networks*

**Johannesburg, 2 June 2008** – D-Link, the end-to-end networking solutions provider for consumer and business, has expanded its popular “edutainment” video portal with more helpful video segments to appeal to a variety of viewers. New video series include Digital Home DIY, D-LinkTV Q&A and D-Link BUZZ, an entertainment-style weekly news program launched today.

Accessible from the D-Link homepage, [www.dlink.co.za](http://www.dlink.co.za) or by directly logging on to [www.dlinktv.com](http://www.dlinktv.com), D-LinkTV is a knowledge-based Internet video portal that covers company products and their uses in the digital home and business environments with video segments that can be viewed at a customer’s convenience.

New programming on the portal includes:

- **D-Link BUZZ:** Launching today, the D-Link BUZZ is topical news program delivered in a fast and timely format covering the latest news about D-Link and products for the digital home.
- **Digital Home DIY:** With more than 25 episodes available for viewing, Digital Home DIY shows customers how to install, upgrade or enhance a home network with step-by-step instructions. The program covers everything from the basics of installing a home network to setting up a Wi-Fi network capable of streaming high-definition signals throughout the home.
- **D-LinkTV Q&A:** With more than 40 episodes now online, the Q&A segment is truly interactive where the D-LinkTV audience sends in questions about their home networks to be answered in an interview-style format by D-Link product experts.

Originally launched in early 2007, D-LinkTV has an updated online community feel and has been redesigned to assist visitors in finding the video segments that interest them by adding categories such as Spotlight and New Releases, along with a rating and comment system to provide feedback and dialogue about the video segments.

“We’ve found our customers are very responsive to the segments we’ve produced and made available on D-LinkTV. Our goal is to provide the best content possible to help customers understand not only the basics of home networking but how to build their own ultimate digital home by watching our programming,” said Daniel Kelley, senior director of marketing, D-Link Systems, Inc. “We also encourage our customers to submit their own video segments with tips and creative uses for D-Link networking products, which can be posted to share with other visitors.”

***For further information, please contact:***

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### **About D-Link**

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 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 is on the Web at: <http://www.d-link.co.za>