



PRESS ANNOUNCEMENT For Immediate Release

D-Link unveils power-savings 8-port switch to further green technology initiative

*Next-Generation Switch Provides up to 84% Reduced Power Consumption Without
Sacrificing Operational Performance*

1 July 2009, Johannesburg – D-Link, the end-to-end networking solutions provider for consumer and business, and the first company to introduce green technology to computer networking, today expanded its leadership role in the development of energy-saving products and initiatives. It is introducing the second generation D-Link® 8-Port Gigabit Desktop Switch DGS-1008D, which provides up to 84% reduced power consumption* without sacrificing network performance.

Shipping now, the DGS-1008D is one of four environmentally friendly small office/home office (SOHO) unmanaged gigabit switches that will ship this year with newly enhanced power-saving features, including a power supply that is ENERGY STAR-compliant. Already available is the next-generation D-Link 5-Port Gigabit Desktop Switch DGS-1005D.

This second generation release of the D-Link Green™ switches is part of an award-winning company-wide D-Link Green technology computing initiative that includes manufacturing environmentally-responsible products, eco-friendly packaging, optimizing devices for ENERGY STAR compliance, and providing consumer education and recycling programs.

"Our goal is to maintain industry leadership as a pioneer of green networking technology by building in even more energy-saving features into our products without sacrificing performance," said Tobie van Schalkwyk, Country Manager for D-Link South Africa. "We plan to continue the momentum of success we've realized with our first generation green products as we seek new avenues that protect the environment and help our customers save money in the process."

About D-Link Green Technology

D-Link Green technology conserves energy by recognizing when a port is active or inactive then adjusts its power accordingly, benefiting home/SOHO users who may not need perpetual use of their computers or the use of all the ports on their switches. It is also capable of altering power usage in relation to the length of its cable, conserving energy use for both the user and the environment without any loss of performance.

- **Power conserved when links are idle**

Even when a computer is shut down, switches often remain on and continue to consume considerable amounts of power. Through D-Link Green technology, the new switches can detect when a computer is turned off and will respond accordingly by powering down into standby mode and reduce power used for that port.

- **Optimized power usage based on dynamic detection of cable length**

Normally, switches send full power to cables regardless of the actual length. Through D-Link Green technology, the switches are able to analyze the cable's length and adjust the power accordingly. Since the cable length used by home/SOHO users is usually less than 20m, power consumption can be significantly reduced.

The incorporation of D-Link Green technology into these second generation switches re-emphasizes D-Link's strong commitment to protecting the environment, leading the development of eco-friendly products that comply with RoHS (Restriction of Hazardous Substances) and WEEE (Waste Electrical and Electronic Equipment) directives. The RoHS directive restricts the use of specific hazardous materials during the manufacture of electrical and electronic goods while WEEE applies standards for proper disposal and recycling of products.

D-Link's commitment to making its products more energy efficient is being appreciated by leading industry-watchers, such as PC Magazine and Laptop Magazine, which recently named the D-Link Green initiative the most innovative of 2008. D-Link has also been named a finalist in the 2009 Consumer Electronics Association's (CEA®) annual Mark of Excellence Awards competition for its D-Link Green technology policies.

Pricing and Availability

Power saving equals cost saving with the new second generation D-Link with MSRP price set at R208.00 for the DGS-1008D. The DGS-1005D carries a MSRP of R161.00. All D-Link switches are available through D-Link's vast network of value-added resellers, solution providers and distributors.

END OF ANNOUNCEMENT

About D-Link

D-Link is the global leader in connectivity for small, medium and large enterprise business networking. The company is an award-winning designer, developer and manufacturer of networking, broadband, digital electronics, voice, data and video 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.

For more information visit www.dlink.co.za

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*Maximum power savings when compared to a D-Link conventional switch, when all ports are inactive over a 24 hour period.

Press Contacts:

D-Link
Tobie van Schalkwyk
Country Manager, South Africa
Tel: (012) 661 2025
E-Mail: marketing@d-link.co.za