



PRESS ANNOUNCEMENT For Immediate Release

D-Link Extends Lead in Green Technology with Launch of Energy-Saving Managed Switch

Johannesburg, 7 April 2009 - D-Link, the end-to-end networking solutions provider for consumer and business, today expanded its leadership role in the development of energy-saving networking products and initiatives with the introduction of the first Green managed switch - the D-Link Green 16-port Managed Gigabit Switch (DGS-3200-16).

D-Link Green Technology automatically detects a device link status and reduces the power usage of ports that are not linked. When detecting a link down, the DGS-3200-16 can save up to 14.28% in power usage saving without sacrificing network performance.

In addition, the DGS-3200-16 switch includes a smart fan feature that has heat sensors and a fan that maintains the temperature of the device for optimum performance. The fan turns off by default and automatically turns on when the system operation temperature reaches or surpasses 35 degrees to reduce noise pollution and energy consumption. D-Link Green technology has enabled its managed switch products to provide an environmentally friendly solution.

As the first company to introduce Green networking solutions, D-Link now offers a complete line of Green Technology products, including switches, Wi-Fi routers, network attached storage (NAS), Internet-enabled digital photo frames and, coming soon, new D-Link Green Powerline network adapters.

"Public awareness and legislative action worldwide have created demands for improvements in energy efficiency for networking equipment," said Karien Wood, D-Link Marketing Manager for South Africa. "D-Link is committed to taking the lead in developing innovative, power-saving networking technology that is ideal for both home and business environments, yet doesn't add extra costs or sacrifice performance."

D-Link has launched a new website, www.dlinkgreen.com, that outlines the company's Green initiatives, such as conserving energy, protecting the environment from harmful substances and reducing waste by using recyclable packaging. The site also provides an overview of D-Link Green technology that provides eco-friendly alternatives without compromising performance.

In addition, D-Link has instituted a program to which all of its Green solutions must comply before being labelled D-Link Green. In order to qualify, products must adhere to requirements that:

- Incorporate D-Link's energy-saving technology
- Comply with green initiatives (such as WEEE, RoHS, and ENERGY STAR)
- Use D-Link's eco-friendly sustainable packaging (such as sleeveless design and soy ink)

Price and Availability

The DGS-3200-16 L2 Gigabit managed switch is expected to be available from Q2 from D-Link's vast network of value-added resellers (VARs), solution providers and distributors at a suggested retail price of R7,151.00

END OF ANNOUNCEMENT

About D-Link:

Celebrating 23 years of "Building Networks for People," D-Link has grown into a billion dollar global designer, developer and manufacturer of networking, broadband, digital electronics and voice and data communications products. D-Link is responsible for 21% of all LAN switching ports worldwide, second only to Cisco. The company's solutions are ideal for digital home, small- to medium-sized business (SMB) and enterprise environments. D-Link was recently included in BusinessWeek Magazine's 'Info Tech 100', a listing of the world's best Information Technology companies.

For more information, visit www.dlink.co.za

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