



PRESS ANNOUNCEMENT For Immediate Release

D-Link Unveils the Global Alliance Program (GAP)

Johannesburg, 5 March 2009 - D-Link, the end-to-end networking solutions provider for business and consumers, today announced the expansion of its partnership activities with the creation of the D-Link Global Alliance Program (GAP) to complement and extend the unique value proposition of D-Link's product service offerings for large customers and resellers. The program is divided into three tiers: strategic, solution, and technology, and aims to assist D-Link's vendors better address their time-to-market and technology advancement needs.

The GAP is designed to create effective partnerships with innovative and industry-leading companies to co-develop solutions and services that meet varying customer requirements and help manage their business. Furthermore, the program creates unique opportunities for alliance members to expand their market reach by developing solutions or services that enhance D-Link's existing solutions for both customers and channels. The three-tiered program extends a variety of benefits to chosen partners, including early access to enhanced products, joint marketing, partner branding, solution testing and interoperability, training, technical support and sales tools.

"The Global Alliance Program is a win-win strategy for both D-Link and its alliance partners," said Tobie van Schalkwyk, Country Manager for D-Link in South Africa. "This program is a formalised framework for both D-Link and its partners to share the strengths and enhance each other's offerings. The program serves to improve company solutions and services, while providing partners with D-Link's global presence to expand new markets. Through this alliance, we aim to provide joint success and growth for our company and partners for progressive development, which ultimately maximises value for our customers."

The GAP provides members with a wealth of resources and support programs that facilitate the development and interoperability of their products and solutions. D-Link's GAP classifies members into three different levels (Strategic, Solution, and Technology Partners), depending on the extent of need for collaboration and interoperability with D-Link's solutions. The program furthers D-Link's unique approach and vision for open, interoperable solutions, best-of-breed innovation to provide customers with differentiated solutions to help manage their businesses.

Some of the key benefits of becoming GAP members include:

- Global marketing, business development and technical support that can assist members in finding new business opportunities, differentiating their solutions or services, and offering greater value to customers;
- State of the art labs to conduct comprehensive product testing that provide members with D-Link validation of product interoperability;
- Company and solution directory listing on the new D-Link Alliance website, complete with valid and comprehensive information about members' solutions;

- Greater visibility into D-Link's product strategy through various events and information sharing activities where members can collaborate with D-Link product teams.

D-Link Global Alliance Program membership is open to any company. Organisations interested in joining the D-Link GAP can learn more about the program or apply for a membership at <http://alliance.dlink-intl.com> or email to alliance@dlink.com.sg.

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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