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D-Link Test Drive Campaign now available countrywide

Assists Partner Network in Achieving Greater Levels of Success in Switch Sales



Johannesburg, 25 February 2008 - D-Link, the leading provider of networking and communication solutions to the consumer, SMB and enterprise markets, is expanding its Test Drive initiative to support partners countrywide in successfully selling its range of switch products.

The D-Link Test Drive Campaign will enable D-Link partners to install one of D-Link's switches on customer premises free of charge to ensure customer satisfaction without any money changing hands.

The campaign is also an extension of the Think D-Link, Think Rewards Programme as partners earn points for successfully installing selected D-Link switches on the customer network. If the installation is converted into a sale, further points will be secured.

"This move aligns with our focus on the channel and our efforts in strengthening relationships with our partners," says Karien Wood, D-Link marketing manager for South Africa. "The initiative is now available country wide and we believe it will motivate resellers and integrators to sell, install and support D-Link switches across the province."

"The Test Drive Campaign allows our dealers to offer their customers a two-week obligation free installation of any of the qualifying D-Link switches to test. D-Link will assist participating resellers with a free Network Assessment to be conducted onsite at the customer to determine which of the available switches are right for the environment. In addition, both the customer and reseller will be provided with installation training."

Wood goes on to say that D-Link's dealers are crucial to its business goals.

"With this programme, we will work closely with our resellers to help craft new opportunities, increase exposure, generate interest and increase market penetration and share."

Wood concludes by adding that it is not only the dealer who stands to benefit from this campaign as participating end users will be entered into a lucky draw for a D-Link DFL-210 Firewall/VPN.

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>