



**PRESS ANNOUNCEMENT  
For Immediate Release**

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**D-Link announces strategic business alliance with  
Sojitz Corp. and NELCO**

*Agreement Signed to Expand Sales in Enterprise and Telco Market in  
Southeast Asia and China*

**Johannesburg, 3 August 2009** – D-Link, the end-to-end networking solutions provider for consumer and business, today announced in a press conference that the Company signed an agreement with Sojitz Corporation, a premier integrated trading company in Japan, and Nissho Electronics Corp. (NELCO), a leading company in Information and Communication Technology (ICT) under Sojitz, for co-developing the enterprise and Telco market in Southeast Asia and China.

According to an earlier agreement signed by D-Link Japan and NELCO, NELCO has become D-Link's Premier Partner in Japan and will play a key role to expand D-Link's business within the region. Today, the agreement signed by D-Link headquarters, NELCO and Sojitz is an extension of the previous contract.

The agreement allows D-Link, Sojitz and NELCO to become strategic partners in business and marketing, while also working together to provide a wider range of networking solution offerings to the enterprise and Telco customers in Vietnam, Indonesia, Thailand, Philippines and China.

Sojitz's business activities cover diverse industries and it owns large business assets worldwide with revenue achieving USD55 billion in 2008. Through the alliance, NELCO will utilize the various business assets of Sojitz and expand its operation as the ICT Solution and Service Provider in Southeast Asia and China. In return, D-Link will provide Sojitz/NELCO with the networking devices as well as the technical support for each project.

"We are excited to partner with D-Link to accelerate our business growth in Southeast Asia and China together. D-Link has been a strong player in the market and the cooperation with D-Link will help

us to enhance our menu of service by adding D-Link's products to our product portfolios. We are confident to offer a more comprehensive and competitive end-to-end solution to our customers worldwide," said Takao Tsuji, Chairman of NELCO.

"The cooperation is a win-win-win strategy for three companies. We are happy to be partnering with D-Link to bring our business to an even greater success and growth," said Shinichi Kawaratani, Senior Vice President for ICT at Sojitz.

The cooperation is expected to bring in great business potential opportunities in enterprise and Telco projects which would contribute to D-Link's next business growth.

"We are delighted to partner with Sojitz and NELCO to present D-Link to the enterprise and Telco market. This alliance is indeed an important step for D-Link as it merges D-Link's strength in networking devices with Sojitz's compressive customer base and channels in Japan, Southeast Asia and China and NELCO's strong roots, rich experience and business leadership in the system integration market," said Tony Tsao, CEO and President of D-Link Corporation.

"This agreement represents a milestone in D-link's diversification strategy. We see great business potential opportunities in enterprise and Telco segments, the cooperation with Sojitz and NELCO are expected in bringing in large project deployments and success in the enterprise and Telco segments," Tsao added.

END OF ANNOUNCEMENT

### **About Sojitz Corporation**

Sojitz, one of Japan's leading trading companies, is listed on the Tokyo Stock Exchange and Osaka Securities Exchange with revenues achieving USD55 billion. Sojitz conducts its operations in 95 countries through approximately 500 consolidated subsidiaries and affiliated companies with over 17,000 employees worldwide. Its business activities cover machinery and aerospace, energy and mineral resources, chemicals and plastics, real estate development, forest products and consumer lifestyle-related businesses. Further information is available on Sojitz's website at [www.sojitz.com](http://www.sojitz.com).

### **About NELCO (NISSHO ELECTRONIC CORP.)**

NELCO, one of Japan's leading IT system integrated company, has over 40 years of business experience in the area of Information and Communication Technology("ICT") market. NELCO is the core company of Sojitz Corporation in ICT business territory and is listed on the Tokyo Stock Exchange market with Revenue of USD500 million in 2008. NELCO conducts its operations in 20 presences throughout Japan and 4 presences outside of Japan with 1,000 employees worldwide. Further information is available on NELCO's website at [www.nissho-ele.co.jp](http://www.nissho-ele.co.jp).

### **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 go to [www.dlink.co.za](http://www.dlink.co.za)

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