



PRESS ANNOUNCEMENT
For Immediate Release

D-LINK WINS BIG AT 2010 CONSUMER ELECTRONICS SHOW

*Boxee Box by D-Link, Pebble™, Home Automation
Products Take Home 15 Awards*

Johannesburg, Feb. 02, 2010 – When the curtain closed on the recently concluded Consumer Electronics Show (CES) in Las Vegas, D-Link, one of the world's largest computer networking companies for home and business, returned home with 15 best product honors.

D-Link debuted a complete lineup of new products under this year's theme, "Link Your Life", all geared to making the digital home more entertaining, more secure and more energy efficient with the latest connectivity solutions.

The biggest winner was The Boxee Box by D-Link, a beautifully designed, full-featured media player that allows users to gather, organize and stream their favorite movies, TV shows, music and photos from their PC, home network, storage devices and the Internet to their HDTV using only a remote control with QWERTY keyboard. No PC is required. Users can also share their content with friends and relatives over social media sites, i.e.: Twitter, Facebook and others, directly from the TV. It took home the following awards:

- Consumer Electronics Association (CEA) Best of Innovations in the Home Theater category
- Yahoo/CES Last Gadget Standing Winner
- *Laptop Magazine* Best in Show
- *Popular Science* Magazine Product of the Future
- G4 TV Best in Show
- CNET-TV Best in Show Finalist, Home Theater category
- *Business Solutions* Magazine Top 10 Best Gadgets at CES
- Global Marketing Partners' Top CES Innovative Technology
- Dave Graveline's "Into Tomorrow" Dave's Top 10 @ CES 2010.
- Digital Trends "The Top 10 Best Gadgets at CES 2010"
- Global Marketing Partners CES Innovative Technology Top 10

The D-Link Pebble™, another media player that attracted media attention at CES for its full-featured functionality, attractive design, compact size and affordable price, earned the following accolades:

- CEA Innovations Honoree in the Home Theater category
- *Laptop Magazine's* Reader's Choice Finalist

Also winning the coveted CEA Innovations Honoree award was D-Link's Home Monitoring Starter Kit that provides an affordable, easy-to-use and innovative way for homeowners and tenants to employ a higher level of security for their property and its occupants, and the D-Link Home Energy Starter Kit, the first product that lets consumers measure energy consumption of their various home electrical appliances.

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 on D-Link, please visit www.d-link.co.za.

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