



PRESS ANNOUNCEMENT
For Immediate Release

**D-LINK LAUNCHES 'PURCHASE AND EARN'
REWARD PROGRAM TO CHANNEL
PARTNERS IN SOUTH AFRICA**

Johannesburg, 1 July 2010 – D-Link, the end-to-end computer networking solutions provider for consumers and businesses, today introduced its newly refreshed Channel Partner reward program in South Africa.

The program known as 'Purchase and Earn' is a point reward scheme that enables resellers to earn 10 points for every R100 of D-Link products purchased each month. These points are redeemable for a wide variety of gift vouchers. All the resellers need to do to earn the points is to sign-up with D-Link Channel Partner Portal (<http://dpartner.dlink-intl.com/southafrica>) to start earning the reward points.

D-Link has invested considerable funds to build its channel partner communication platform which will serve its partners to help them accumulate and gain bountiful perks and incentives.

"Once a reseller signs up to become a registered partner of D-Link, he or she will be able to start earning marketing dollars through a reward point scheme to accumulate wealth in reaping different levels of benefits," said Marlo du Plessis, D-Link South Africa Marketing Manager.

For more information on the D-Link Channel Partner Program, please visit: <http://dpartner.dlink-intl.com/southafrica>.

END OF ANNOUNCEMENT

About D-Link

D-Link is the global leader in connectivity for small, medium and large enterprise business networking. D-Link continually strives 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 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 a price/performance leader in the networking and communications market.

For more information, please visit www.d-link.co.za.

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