D-Link

M E D I A   R E L E A S E

D-Link Unveils Industry's First Green Ethernet Technology for Network Connectivity

{Country}, {*Date Month Year}* – D-Link, a leading provider of networking and communication solutions, announced today the launch of the company's Green Ethernet technology and its new environmental-friendly series of SOHO Gigabit switches, capable of decreasing energy costs through the reduction of power consumption without sacrificing any operational performance or functionality, while benefiting both the ecosystem and Home/SOHO users.

"D-Link's Green Ethernet technology conserves energy by recognizing when a port is active or inactive to adjust its power accordingly, thus offering benefits to Home and SOHO users who may not need perpetual use of their computers or all the ports on their switches," said **{Name of Person}, {Designation} of D-Link {OBU}**. "It is also capable of altering the power usage relative to the length of its cable, and conserving the use of energy for both the user and the environment without suffering any loss of performance."

The incorporation of the Green Ethernet technology into these switches re-emphasizes D-Link's strong commitment to protecting the environment, leading the development of eco-friendly products that comply with RoHS (Restriction of Hazardous Substances) and WEEE (Waste Electrical and Electronic Equipment) directives. RoHS directives restrict the use of specific hazardous materials during the manufacture of electrical and electronic goods, while WEEE applies standards for proper disposal and recycling of products.

Gigabit Ethernet market growth is forecasted to rise significantly and surpass the 10/100 Mbps market for port shipments in the coming years. To address the needs of different users and applications, D-Link will offer Green Ethernet technology starting with SOHO Gigabit switches. These switches are economical and easy to use, and do not require

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extensive management or setup. These switches can fulfill the needs of Home/SOHO, midsize networks, and branch office LANs.

D-Link's Green Ethernet Technology

D-link's Green Ethernet technology can detect a link's status and cable length, and adjust power usage accordingly. By reducing power consumption, less heat is produced, resulting in extended product life and lower operating costs.

Power conservation when links are idle

Even when a computer is shut down, switches often remain on and continue to consume considerable amount of power. Using D-link's Green Ethernet technology, the new switches can detect when a computer is turned off, and then respond accordingly by changing into power standby mode, thus reducing power usage for that port.

Optimized power usage on dynamic detection of cable length

Switches normally send full power to cables regardless of the actual length. Using D-link's Green Ethernet technology, the switches can analyze the cable's length and adjust the power accordingly. Since the cable length used by Home/SOHO users is mostly less than 20m, power consumption can be significantly reduced.

D-Link is the first company in the networking industry to introduce the Green Ethernet technology in its SOHO Gigabit switches. As an ongoing effort to maintain a strong presence in the Home/SOHO applications market, and with the increasing demand for Gigabit Ethernet, D-Link is constantly researching and evaluating the needs of the market and its customers, to be among the firsts to initiate the implementation of new technologies. The Green Ethernet technology is one such effort that demonstrates D-Link's commitment to meeting market demands.

D-Link's success with SOHO Gigabit switches is a result of the company's ability to provide a full range of products with advanced features that offer superior product performance at an affordable price. In 2006, D-Link shipped more than 3 million ports of SOHO Gigabit switches, which account for one-third of total worldwide sales. In 2005,

D-Link incorporated advanced features such as cable diagnostics and IEEE 802.1P QoS, adding tremendous market value to their Home/SOHO series of Gigabit switches.

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About D-Link

D-Link is the global leader in connectivity for small, medium and large enterprise, home, SOHO, and 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 prominent market participant and price/performance leader in the networking and communications market.

D-Link International headquarter is located at 1 International Business Park #03-12 The Synergy Singapore 609917. Internet: www.dlink-intl.com.