

D-Link adopts Netbiscuits Platform to develop Web Portal for mobile Devices

Feature-Rich Site Offers Ease of Use, 'Click-to-Call' Tech Support, and Compatibility with Popular Mobile Platforms

Reston, VA, March 22, 2010 – D-Link, the end-to-end networking solutions provider for consumers and business, today announced the launch of its mobile company portal. The mobile site was developed in-house by D-Link staff programmers using Netbiscuits, the leading cloud-based development and publishing platform for the mobile Web.

The D-Link® mobile portal, at <http://m.dlink.com>, provides users with comprehensive information on D-Link products and services. It includes an on-portal search for products, case studies, press releases, white papers and technical support, including frequently asked questions (FAQs).

Visitors to the site can download D-Link case studies and whitepapers, and then view them on their mobile device. The "Where to Buy" section connects users to all sources of supply, including retail, online merchants, resellers and distributors. The portal also provides company contact information and tech support in a convenient 'click-to-call' mode.

"Our goal was to provide mobile users with most up-to-date D-Link news, product information and contact information, and at the same time make them accessible to a variety of different mobile devices," said Daniel Kelley, senior director of marketing for D-Link. "Netbiscuits proved to be a valuable resource because it provided us with the tools we needed to format our website across existing mobile platforms."

"Netbiscuits provided a development platform with a manageable learning curve that allowed programmers to start developing right away. The company provided valuable support for our mobile initiatives," added Kelley.

"As one of the world's leading companies in networking solutions, D-Link understands the benefits of supplying information to its customers in a rich-content mobile format," said Ran Farmer, managing director of Netbiscuits Inc. "We are very proud that D-Link adopted our platform to implement its in-house mobile development strategy."

About Netbiscuits

Netbiscuits operates the world's leading B2B web software platform for the creation, operation and monetization of mobile websites. It serves the mobile Internet programs for premium online and media companies such as eBay, Universal Music, MTV and Axel Springer and leading agencies such as SapientNitro, Publicis and Ogilvy. Globally Netbiscuits delivers more than 2 billion mobile page impressions each month. Founded in 2000, the company has 80 employees in the USA, Germany, and Singapore.

Office Europe:

Netbiscuits GmbH
Europaallee 10
67657 Kaiserslautern
Germany

www.netbiscuits.com
info@netbiscuits.com

phone: +49 631 303 1400
fax: +49 631 303 1414

Office USA:

Netbiscuits Inc.
1760 Reston Parkway
Suite 304
Reston, VA 20190
USA

www.netbiscuits.com
info@netbiscuits.com

phone: +1 703 435 9008
fax: +1 703 435 9088

Office Asia:

Netbiscuits Pte Ltd
#02-01 The Aquarius
21 Science Park Road
Singapore 117628

www.netbiscuits.com
info@netbiscuits.com

phone: +65 6777 8337
fax: +65 6777 8557

Press Release

The award winning Netbiscuits platform is available as a web-based software service. At www.netbiscuits.com all tools, interfaces and mobile enabling technologies are provided to develop, publish, monitor, and monetize professional mobile web services. By using Netbiscuits, media companies, agencies, retailers, brand owners, developers, and service providers achieve a faster path to profit from their mobile Internet programs. In 2009 Netbiscuits won the internationally accepted ME Award for the „Best Mobile Publishing Platform“.

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. D-Link Systems, Inc. headquarters are located at 17595 Mt. Herrmann Street, Fountain Valley, CA, 92708. Phone (800) 326-1688 or (714) 885-6000; FAX (866) 743-4905; Internet www.dlink.com.

Press Contact Netbiscuits

Annika Held
Marketing Manager
+49 631 303 1434
a.held@netbiscuits.com

Press Contacts D-Link

Les Goldberg, APR
Media Relations Manager
D-Link Systems, Inc.
+1 714-885-6095
les.goldberg@dlink.com

Raleigh Gerber
Media Relations
D-Link Systems, Inc.
+1 818-781-8839
raleigh@promomaxx.com